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FEATURING: WHY RETAILERS FAIL---FIRST OF SHOW CARD WRITING SERIES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXIX PUBLICATION OFFICE: TORONTO, JANUARY 1, 1915 No. 1

Made in Canada from Canadian Concords for the Dominion Trade

The four sizes meet all requirements as to quantity. Encourage your trade to order several bottles of each size for the home.

Our free booklet of recipes is sent on request to any person desiring it.

The Welch Plant at St. Catharines will supply your demand

The new Welch Plant at St. Catharines, Ontario, a model plant in every way—in the heart of the splendid fruit belt between Lakes Ontario and Erie—was completed and put in operation this year to adequately supply the constantly increasing demand in the Dominion for

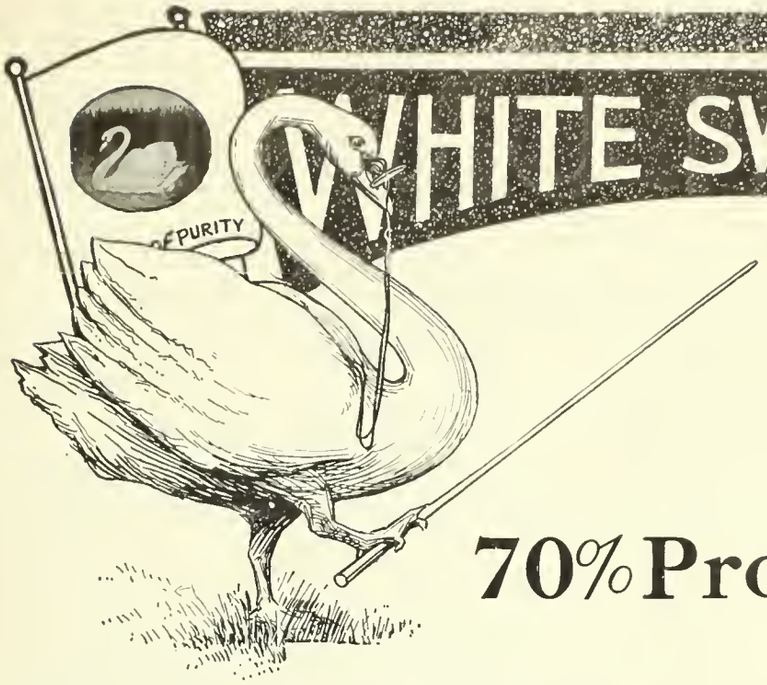
Welch's

"The National Drink"

Welch's is the pure, unfermented, juice of the choicest selected Concords. The exact, sanitary Welch method of immediately pasteurizing and hermetically sealing this juice retains unchanged its delicious, fruity aroma and tempting, healthful quality.

Dealers' helps, window and store display material, etc., furnished without charge. Sold by leading jobbers.

The Welch Company, Limited, St. Catharines, Ontario



Does 70% Profit Interest You?

You have often had customers complain that they did not like that last Flour they got from you, because it did not bake up into the usual light loaves. The chances are the Flour was all right and the Yeast was all wrong. Mind you! The Yeast may have been alright once, but allowed to get old through no fault of yours.

Every package of WHITE SWAN Yeast cakes is now plainly marked with an **EXPIRY DATE**, after which the Yeast should not be sold or used, as it has become too old. All Yeast deteriorates with age, and you know how careful a baker must be never to use old Yeast. This Expiry Date means that every time you sell a package of **WHITE SWAN** Yeast cakes you know whether it is good or not. It also means that the consumer can tell whether it is all right or all wrong.

That Expiry Date tells her exactly how long the Yeast is good for. Without the Expiry Date she might THINK it was fresh, because she may have just got it from you—but she doesn't know how long you had it, and you don't know how long the Jobber had it, and the Jobber doesn't know how long the manufacturer had it.

We are all in business for the money we can make, and you know how much good it has done your trade every time you have introduced a new line that pleased your customers by giving entire satisfaction—as WHITE SWAN Yeast cakes always do—a line that brings you in a Nett profit of 70%.

WHITE SWAN Yeast cakes are listed at $1.20 per case of 3 dozen 5c. packages, with a special quantity discount to retailers, reducing the cost to less than **$1.06 per case.** We do not ask you to buy a large quantity all at once. You can keep your money in the Bank—purchase from your Jobber as you need it—save up your due bills, which are contained in every case, and when you have 10 sign and send to us, and we will see that you are supplied with 1 case absolutely free of charge. Save up 22, and we will redeem for 3 cases free. This means, Mr. Dealer, that every time you pay out $1.00 for WHITE SWAN Yeast cakes you get in return an actual profit of 70 cents. Doesn't that make it worth your while to handle WHITE SWAN?

Also packed in small cartons containing 1 dozen 5c packages for trial orders at 45c. We will gladly mail a carton, all charges paid, to start you in on this co-operative plan.

We absolutely guarantee WHITE SWAN Yeast cakes, and in every case there is a warranty protecting you against stale goods, because we could not afford to have bad Yeast on the market, and you could not afford to hurt your trade by selling anything but absolutely fresh stock. Remember, we are not asking you to purchase a quantity—but we are giving you just the same price as though you purchased 25 cases outright.

This special bonus is absolutely irrespective of the regular discount to which Jobbers are entitled, and applies to goods whether purchased through the Jobber or direct. Every full-sized case of three dozen packages contains a due bill, and there are no strings attached to the proposition.

This **Expiry Date** is something new and you can understand that there is still in the market a certain quantity of perfectly good Yeast not bearing the date. It will only be a short time, however, before this will adjust itself.

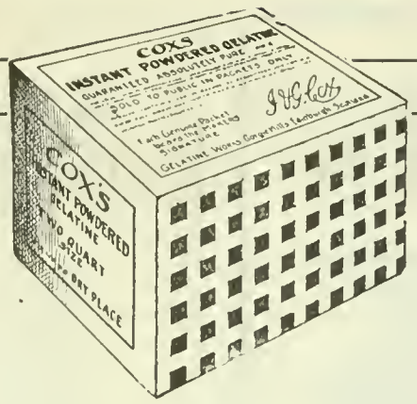
Now, Mr. Business Man, we are supplying you with the best Yeast cakes on the market—we are looking after your interests as regards profits—we are protecting not only you but your customers, against stale goods, and the possibility of failure in baking—believing that you will join with us in pushing the sale of WHITE SWAN Yeast cakes.

You know us—you know our methods—you know that "WHITE SWAN" is your "SURITY OF PURITY." And our money-back guarantee permits you to return at any time any WHITE SWAN Goods that are not found entirely as represented, or which prove unsatisfactory in any way.

Order from your jobber or direct.

White Swan Spices & Cereals, Ltd.

TORONTO



The Gelatine that has Served Women Best for Nearly Two Hundred Years

To the women of Canada, of America, of the whole world, COX'S GELATINE is a household word which stands for the *best* and *daintiest* desserts. Since 1725 millions of housewives have prided themselves and been flattered in return on the unusual results so easily obtained with the dependable COX'S.

When you feature COX'S you can do so on the assurance that grocers for nearly two hundred years have built up a growing, satisfied and profitable trade. Just make up an attractive window of COX'S GELATINE *to-day*.

Arthur P. Tippet & Co.

Agents :-: Montreal

ARCTIC

Price
$27 Net

Those dainty Little Smelts are now the Big Sellers

Why not get in touch with the needs of your trade? Fill the demand for an economical, wholesome food by handling fresh fish and handling them right.

The Arctic Fish Display Case offers the clean, sanitary way of carrying a fish stock. It turns every dollar's worth of fish into a good profit and satisfies your customers. **Mail your order to-day for this new sales-producing case.**

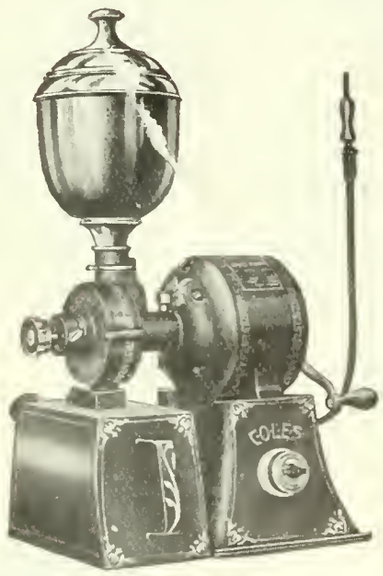
John Hillock & Co., Limited

Makers of High-grade Refrigerators and Fish Cases

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Will You Let Your Wife Test Shirriff's True Vanilla if We Send You a Bottle Free?

Send for your bottle to-day without obligation. Let her try it for flavoring cakes, puddings, sauces, ices — or anything with which she wishes to secure an unusually rich and pleasing flavor.

Shirriff's

True Vanilla

is 50% above Government Standard

Consequently only a trifling amount is required to flavor a cake or pudding.

Surely these are points of vital concern to your customers? Surely these are points that will help you win customer satisfaction and large and continued sales? If you want to make sure Shirriff's is the best extract for your customers and your sales, just send for your free bottle and let your wife try this famous flavor on her next cooking. You could let it rest safely with her opinion, couldn't you? Write for your bottle to-day.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

The Soul of the Fruit

in all its natural goodness and delicious flavor is all you get in

E. D. S. Jams and Jellies

with only the purest of cane sugar added to preserve the fresh fruit until required. The natural goodness of E.D.S. Jams and Jellies puts into your hands a sales-building power that means steady custom and continued good profits. Wouldn't it be well worth while to push E.D.S. Jams and Jellies to-day?

E. D. SMITH & SON
Limited
WINONA, ONT.

AGENTS:

Newton A. Hill	Toronto
W. H. Dunn	Montreal
Mason & Hickey	Winnipeg
R. B. Colwell	Halifax, N.S.
A. P. Armstrong	Sydney, N.S.

What's Safe for the Baby is Good Enough for All

When you recommend Borden's "Reindeer" or "Eagle" Brands for infants' feeding you have the assurance that three generations of eminent physicians are with you in pronouncing it the safest and most natural substitute for mother's milk. But what's safe for the baby is good enough for all. That's why Borden Milk Products have stood the severest tests for over fifty-seven years, and acknowledged the continent over as the "Leaders of Quality."

Push the Borden Line, not only for infant feeding, but also for year-round sales.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
By which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

G.N.W. TELEGRAPH **TELEGRAM** COMMERCIAL CABLES

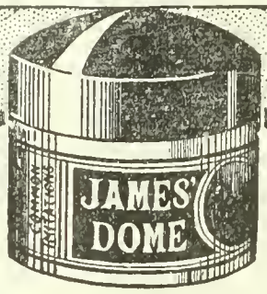
GOLD DUST

A Message To Grocers

"Keep a good supply of GOLD DUST on hand, and keep it where your customers can see it," is our message to you, Mr. Grocer. Our message to your customers is extensive, persistent, persuasive advertising that keeps the GOLD DUST sales coming your way.

THE N.K. FAIRBANK COMPANY LIMITED

She gets a Bright Stove



You get more Business

If you Sell

JAMES' DOME BLACK LEAD

you are always certain of giving satisfaction in addition to building up your sales, thereby benefiting your customers and yourself at the same time The name is the guarantee.

RECKITTS OVER SEA), LTD.,

122 Wellington Street West
TORONTO

The enthusiasm of housewives for the better flavor and nutritious goodness of

Simcoe Baked Beans

is your surest guarantee of heavy and continuous sales. In winter months especially they comprise the mainstay of most households for nourishing, appetizing meals. For better profits, feature them NOW in your windows and on your counters.

Dominion Canners
Limited
Hamilton
Ont.

DOMINION CANNERS LIMITED
HAMILTON, CANADA
THE EVIDENCE of QUALITY

The Public Be Pleased!

A new idea has been infused into the handling of corporations which serve the public directly, a weird idea too—The Public be Pleased.

A gas company looks after complaints promptly at all hours of the day and night. An automobile manufacturer calls on purchasers of cars to see what satisfaction has been obtained from the machine bought and to remedy complaints. A large departmental store refunds money cheerfully on all returned goods. A bank manager throws open his office door and greets the public cheerfully.

All this in pursuance of the new idea—to increase business by pleasing the public.

This new idea is well handled in an article in the January issue of MacLean's Magazine. No business man can afford to miss this article. And it's only one of a dozen others in

MacLean's Magazine

January Number on Sale Dec. 15

$2.00 a year 20 cents a copy

If your Newsdealer does not carry it, write for sample copy

$15.00 a Week for Your Spare Time

Do you want to make more money to get ahead, to get experience that will help you climb the ladder to success? We can help you by appointing you to look after the circulation of MacLean's Magazine and the Farmer's Magazine in your district. You can make $1 an hour if willing and wide-awake. The work is pleasant, healthful, and the training we give in selling will be invaluable to you.

Hundreds are doing this in their spare time. Others at first give spare time, but find it to their advantage to give it their entire time. If you desire to increase your income in this way, write us at once. We give you all the requirements for success, except the determination.

MacLean Publishing Co.
LIMITED
143-153 University Avenue
TORONTO, ONT.

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

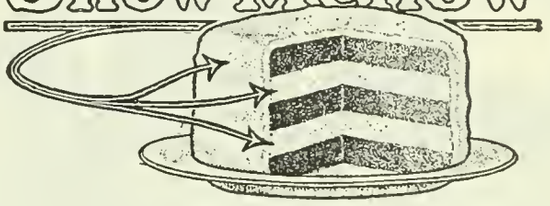
MacLean's Magazine

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., LTD.
143-153 UNIVERSITY AVENUE, TORONTO

Snow-Mellow



Are you selling this new product that makes the most delicious meringue, icing and filling?

Without Eggs and Without Cooking

With just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, the housewife can make a score of dainty desserts with rich, fluffy tender ieing and filling.

And handling "Snow-Mellow" leaves you a generous margin of profit.

Get a line on this Winter party trade and push "Snow-Mellow."

The W. T. Ott Co., Inc.
32-34 Front St. West
TORONTO

54 J.

"It is Better to Be Sure than Sorry"

You can apply this old saying when buying your supply of Maple Syrup and Sugar. You have been advised that after January 1st, 1915, no article labelled "Maple" can be sold unless it is absolutely pure. You have no doubt cleared your shelves of all compounds. Start the year right and Be Safe by stocking

Pride of Canada

Maple Syrup and Sugar. We guarantee and stand behind every ounce of Pride of Canada. The Chief Analyst has always pronounced it **Genuine.**

Get in touch with us. Let us quote you.

Maple Tree Producers' Assoc., Limited, Wellington St., Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

The Sales-Creating Power of Bee Brand Jelly Powders

is something you cannot overlook with impunity. No grocer ever stocked or pushed Bee Brand Jelly Powders without unusually good returns, and surely you can equal or even exeeed the results hundreds of other grocers have easily accomplished? Get these irresistibly pleasing desserts on display in your store—NOW.

FORBES & NADEAU, Montreal, Que.

No Need to Stop the Mill to Regulate Grinding

Hundreds of grocers every day needlessly suffer time-loss and annoyance by the use of coffee mills that must be stopped time and again before the proper grade of coffee is secured. This is entirely eliminated by the ELGIN—you simply place the beans in the hopper and start grinding. The desired grade is regulated instantly—**while the mill is in motion** — no stopping — no guessing — no loss of time. Just consider what this means to you in the grinding of mixed grades and in the dollars and cents of greater efficiency. Wouldn't it be worth your while to investigate some of the other exclusive advantages of the ELGIN? Write us to-day for full particulars and illustrated booklet.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.

'CAMP'

In your own interests
Stand by 'Camp'
It will introduce many new customers, and put money in your pocket. Trade is always good with 'Camp.'
'CAMP' COFFEE
Consistently popular — because consistently excellent.
Makers: R. Paterson & Sons, Ltd. Coffee Specialists, Glasgow.
CAMP
COFFEE
WITH
CHICORY
GLASGOW

RESOLVE

to make 1915 bring its full share of tobacco profits by featuring

ROYAL CROWN

the new, black chewing plug that has taken Canadian tobacco users by storm. Every sale of Royal Crown or any of the Rock City Lines is of permanent advantage to your business. Feature them—NOW.

The Rock City Tobacco Co.
Limited Quebec

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

To "Our Allies."

The many thousands of our friends in the trade--"Our Allies" in the truest sense of the words—have, by their patriotic support and unshaken confidence, helped to keep British workers busily employed. We thank them and hope they will continue to do so, because,

Ocean Blue
Gipsy Stove Gloss
Linoleo Floor Wax
Glosso Metal Polish
AND
Z o g

are, and always have been exclusively British.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H.J.HEINZ COMPANY

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

Jonas' Extracts

satisfy our customers of 45 years as well as the new ones

PURITY, UNIFORMITY AND STRENGTH

PIONEER OF THE EXTRACT WORLD

Long experience has produced an extract that has no equal, an extract that has maintained its high quality and grown in popularity, holding its first patrons and daily making new friends.

Your customers, one and all, will appreciate Jonas' Extracts.

Henri Jonas & Co.
ESTABLISHED 1870
MONTREAL

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

MADE IN CANADA

CLARK'S Peanut Butter

in ¼, ½, and 1 sizes, also in 24 lb. pails.

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK LIMITED MONTREAL AND ST REMI

The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

GET PRICES FROM YOUR JOBBER OR WRITE US.

W. CLARK, LIMITED, - MONTREAL

Tartan BRAND

THE SIGN OF PURITY

May you enjoy the Happiest of New Years, and may hopes, desires and ambitions be realized in 1915.

Balfour, Smye & Co., Wholesale and Manufacturing Grocers Hamilton

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

The Standard of Quality for 1915

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario

A store convenience — costs little — gives big service

THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

Tell every customer this—

"Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—and the nourishment and warmth in Pascall's Chocolates and Candies will be worth having now that winter is upon us."

Tell them that—and you will get the order

Forward it to our agents and the parcel will be sent from England, and charged to your account. If the suggested lines are not in stock, send immediately for samples, so that your customers can see what they are giving.

FOR CANADIANS IN THE FIGHTING LINE

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front, special parcels of Candies, on which they will pay the postage without any extra charge. The following are suitable for posting, and handy for the pocket.

SPECIAL TWO DOLLAR PARCEL CONTAINS:

Expeditionary Rations, Tin: 50 cents.
Vanille Chocolate, 1 lb. Solid Block: 75 cents.
Milk Chocolate, ½ lb. Solid Block: 40 cents.
Acid Drops: (in Tin) 25 cents.
Pine Lozenges: (in Tin) 15 cents.
Or Selection to value.

SPECIAL FIVE DOLLAR PARCEL CONTAINS:

Expeditionary Rations: 2 tins 50 cents each.
Milk Chocolate, 1 lb. Solid Block: 75 cents.
Vanille Chocolate, 2 Blocks: 75 cents each.
Acid Drops, 2 Tins: 25 cents each.
Peppermints (special), 2 Tins: 25 cents each.
Creme de Menthe, 2 Tins: 25 cents each.
Pine Lozenges, 3 Tins: 15 cents each.

Ask to see them at the store.

Pascall's pay the postage

REPRESENTATIVES FOR CANADA:—

Ruttan, Alderson & Lound, Limited, Fort Garry Court, Winnipeg;
C. H. Cole, 33 Front Street East, Toronto;
Angevine & McLaughlin, St. John, N.B.;
Anglo-Canadian Agencies, 414 Duncan Building, Vancouver;
R. G. Ash & Co., St. John's, Newfoundland.

PASCALL'S

LONDON, ENGLAND

BANNER L&B BRAND

Better by Far—

BANNER L&B BRAND

to push a line your customers will find pleasure and satisfaction in continuing to use, than forcing upon them goods of doubtful satisfaction. Every jar of "Banner Brand" Jams or Jellies that passes over your counter, you can have the assurance is but the forerunner of more and larger sales. Better restock and feature them—NOW.

LINDNERS LIMITED

306 Ross Ave. Winnipeg
340 Dufferin St. Toronto

Representatives: H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references)
Martin M. Walsh
Care Canadian Grocer

"We are large buyers of Sundried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker
and
Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

Central Saskatchewan
ALFRED TAYLOR, Manufacturers' Agent
259 Second Ave. S., Saskatoon
I am open for one or two additional agencies in 1915! What have you? Sugars, Jams, Tea (expert) preferred. Formerly representing A. Macdonald Co., Limited; Glebe Sugar Refining Co., Limited; Halton's, Limited; Pembina Coal Co., Limited. Headquarters and Storage, Saskatoon, Sask.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG, - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

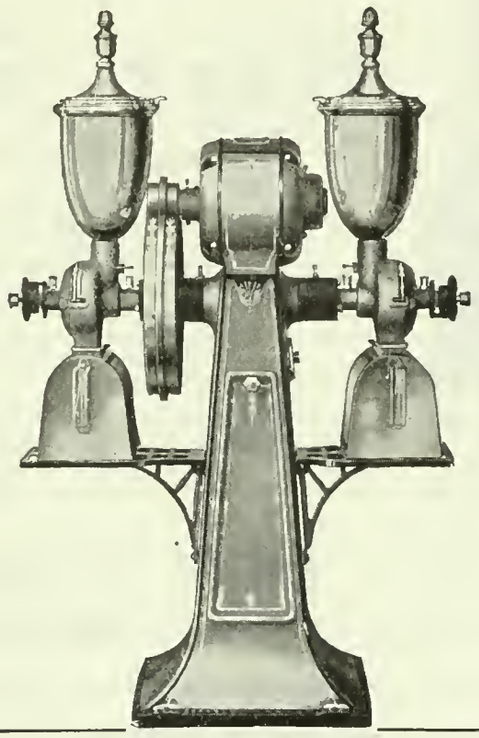
W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE.
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

Will 1915 Still See You Losing Coffee Profits?

The past year has been one of unsurpassed gain in coffee sales to many Canadian Grocers. Bigger sales, more frequent sales, continued sales. Sales that have meant completely satisfied customers by giving them better coffee, richer coffee, coffee ground to their own particular tastes by the HOBART ELECTRIC COFFEE MILL.



Will 1915 still see you losing coffee profits, or will you get HOBART advantages in your store—NOW? Start 1915 right by sending to-day for interesting illustrated catalogue.

The Hobart Mfg. Co.
105 CHURCH ST., TORONTO

Ryan Bros. 110 St. James St., Winnipeg. Agents for Manitoba, Saskatchewan and Northern Ontario.

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

Will you save or waste in 1915?

BARR COUNTER CABINET REGISTER, CLOSED

SPECIAL NOTICE.

The Barr Register is a bona fide Canadian invention fully protected by valid pateuts. There never have been any legal proceediugs against above patents, notwithstanding all competitors' talk to the contrary.

We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Signed, BARR REGISTERS, LIMITED.

We don't mean that you waste actual **money**—but most grocers, hampered by the old-time system of credit account books, certainly do waste hundreds of hours of valuable time in the course of a year, and then do not get perfect results. Let us tell you about the

Barr Register

The Time Saver—The Customer Saver—The Money Saver

Be open-minded on this point—there is a modern, quick, safe, economical way of handling your credit accouuts, and the BARR has it.

Be open-minded on this point—don't let auy salesman hurrah you into a quick sale until you have investigated the BARR Account Register. We don't claim that no other register has good points, but we do claim that the BARR takes care of more accounts in smaller space than any other, and that it has several other exclusive, valuable features that have only to be seen to be appreciated.

Be open-minded on this point—that you have more to gain than we have by an iuvestigation of the BARR Account Register, yet it costs you absolutely not one cent, nor any obligation whatever, to get posted on its good points. We want to mail you illustrated literature—please send us your name.

BARR REGISTERS, LIMITED
TRENTON, ONTARIO

Great Britain: 5 Arundel St., Strand, London; factory at Birmingham

Sixty Christmas Days

have come and gone since Canadians began to use and appreciate

Redpath SUGAR

It was then the ONLY sugar refined in Canada—it is still the favorite.

In 1854 we installed the first equipment in Canada for refining Sugar. In 1913 we began to operate the first Machines turning out the now popular 2 and 5-lb. Cartons of Extra Granulated. But our leadership has extended beyond mechanical features. It rests chiefly on accumulated experience and a fixed determination to make Redpath Sugar **always best**—worthy of the full confidence of Dealers and Users.

CANADA SUGAR REFINING CO.
MONTREAL Limited

The President of the Bank of Montreal says:

Be Confident——It's An Asset

We take this occasion to thank our merchant friends for the good fellowship extended to our salesmen and the good-will shown to the company during 1914. May the New Year bring you 365 days of happiness and a full measure of prosperity, is our wish. We, ourselves, expect a successful 1915. And so do other leading business houses and financial institutions. As Mr. H. V. Meredith, President of the Bank of Montreal, remarked in his annual address a few days ago: "There is, moreover, an *undiminished confidence* in the future which is *an asset* of no little importance."

RED ROSE TEA

"is good tea"

T. H. ESTABROOKS CO., Limited

St. John, Montreal, Toronto, Winnipeg, Calgary

Furnivall's FINE FRUIT PURE JAM

Grocers accustomed to securing and retaining the most particular and profitable invariably select Furnivall's as the most acceptable and suitable in Pure Fruit Jams. The very fact that every grocer continues stocking Furnivall's is good evidence it is bringing him unusual success. Several flavors but only one Quality—the Best.

Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.

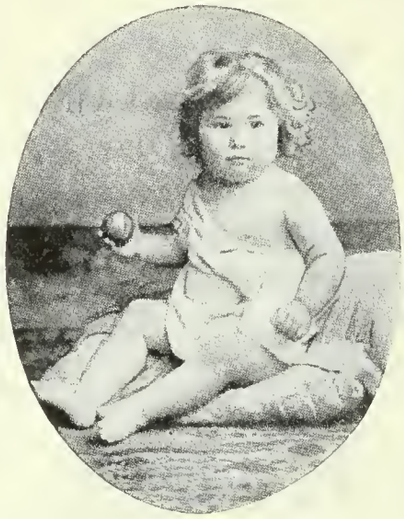
Unexcelled Advantages

There are so many unexcelled advantages about the Eureka Refrigerator, including its system of dry, cold air circulation and scientific construction, that the sooner you set procrastination aside and investigate the sooner you'll add better profits to your account. There's a reason why the Eureka has been the most generally used refrigerator for over 30 years. Write for catalogue to-day.

Eureka Refrigerator Company
Limited
31 Brock Ave.
TORONTO

Children Thrive Best on Robinson's "Patent" Barley

And mothers know this too. Maternal pride demands the best, demands the most nourishing and healthful, de-



mands Robinson's "Patent" Barley. A first order w ll enable you to see just what this demand really is in your locality.

ORDER FROM YOUR WHOLESALER TO-DAY.

Agents for Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO

—made in Canada

Filling the Demand for Inexpensive Food

The public to-day is buying more wisely than ever before. There is no demand for cheap foods. But there is a demand for inexpensive foods..

The grocer who meets this demand by encouraging the use of foods like

CROWN BRAND CORN SYRUP

—that go far and cost little, will make many satisfied customers of a class that it pays to cultivate.

The Canadian Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands

Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXIX JANUARY 1, 1915 No. 1

Why Retailers Fail—A Traveler's Story

Cites Particular Instances Showing One of the Great Causes—The New Man in Business, He Claims, Should Confine His Purchases to a Few Firms—Too Many Creditors Tend to Hurry Collapse if He Gets Behind—Careful Bookkeeping Necessary.

Written for Canadian Grocer by Frank Grandin.

WE were standing in the doorway of a hotel in a good-sized Canadian town the other day—John Warren, a commercial traveler, and myself—when just across the street up went a red flag in the doorway of a general merchant, and on the windows were pasted flaring posters to the effect that "this entire stock of goods must be sold by the 30th of the month," etc., etc.

"Another poor fellow gone," Warren laconically observed.

I mentally pictured the feelings that would be mine were I to find myself in the same position. Here was a merchant who had gone into business with the brightest of hopes for the future. He had a large family to support, as I afterwards learned, and only one of the boys old enough to help the father in the store. At the time I had been on the road a few years but the ups and downs of the trade had not come to me as they had to my friend standing beside me in the doorway. For thirty-five years he had carried his sample-case and had been in practically every city, town and village in the Dominion. I knew this. Here was an opportunity for which I had been looking. My experience in the ways of the world required broadening and I resolved to extract what I could from my elder brother.

After picturing mentally the plight of the merchant who had not made good, and the sort of Christmas he would undoubtedly spend, I asked: "What do you suppose was the trouble?"

Buying From Too Many Sources.

"Suppose?" he replied, taking the cigar out of his mouth and moving back into an easy chair in front of the window; "I KNOW what the trouble has been. I have been a few years on the road and have always kept an eye open for the shortcomings of the men upon whom I call. This man Aikens (that wasn't his real name, but we'll call him Aikens), opened up in the business two years ago. He bought out a fellow by the name of Brown who had never made much more than an ordinary living—at least I mean to say he took over the lease and fixtures only, as Brown had disposed of practically all his stock prior to his dropping out of the business.

"He started in with a capital of $5,000. The first thing he did was to get a line of credit from a wholesale grocery house for $1,000; another $2,000 from a dry goods firm, a thousand from a boot and shoe manufacturer and so on until he had puchased $10,000 worth of stock which was secured on a $5,000 capital. Our house happened to be one of the firms that sold him and for a year after I called on him every time I came to town. Then one day our credit man asked me to be a little careful as his accounts were not being met with sufficient promptness. From then on I kept my eyes open and soon saw care would have to be exercised. He used to buy from every traveler almost who came along as I learned from the boys as we talked over business among ourselves.

Too Many After Money.

"That man now owes his creditors some $10,000, and the direct cause of his failure was that they were all crowding him for their money. Had he confined his purchasing to the few houses that promised him credit in the first place and who were in duty bound to take care of him, he might have been in business to-day—in fact I am pretty sure he would have been.

"It usually happens in cases of that kind that when the smaller creditors, to whom a merchant owes a hundred or two hundred dollars, find him in somewhat straightened circumstances, they sue him for their money and this precipitates the collapse. On the other hand, had that dealer confined his business to four or five good creditors who would lend him their assistance instead of splitting up among thirty or forty, the big houses with their united efforts would likely have carried him through. I attribute his failure to buying from too many sources when he wasn't in a financial position to do so—creditors all got after him at once and he completely lost heart."

While my friend was relighting his cigar, I observed the merchant himself walk past his old store and look in with most forlorn features. The poor man had been honest enough but apparently he had overlooked a very important feature in merchandising and lost out.

Sold His House and Lost Equity.

Warren resumed: "I know of a somewhat similar case which occurred not long ago in my territory. The merchant started up with $600 capital—which was his equity in a home he disposed of to

With this issue Canadian Grocer begins a series of articles on "Why Retailers Fail," by Frank Grandin. This series, while it will deal particularly with actual instances of failures and their causes, will be constructive in character and therefore of the greatest advantage to men who are keen on building up their business. Buying from too many sources and inadequate bookkeeping are considered in this article. The next of the series will appear in the near future. —The Editor.

get the wherewithal. He has a wife and four small children. The stock he began on was bought from two of the wholesalers of the district and was paid for out of the $600. Six months later when he went under there was a list of no less than 40 creditors—he owed our house some $15 or $20 and I saw the list two weeks ago. His total liabilities had been run up in the six months to $1,521. But probably the chief trouble with this man was that he lost himself hopelessly in his bookkeeping. The liquidators have his books and in one where he kept his cash transactions, there was no record of moneys paid out between July 3 until the middle of August, the time of the actual failure. He even didn't keep any account of the majority of his credit sales and the money was uncollectable.

"The assets of the man were but $400, which meant a loss of $1,100 to his creditors and he himself was minus the $600 he began with—the stock I should have said was sold at 50 cents on the dollar.

Careful Bookkeeping Necessary.

"As a prominent accountant remarked to me the other day, no merchant should start in business without a knowledge of bookkeeping; or if he does, it would pay him to get some smart young fellow to check up the books every night or two. Failure is bound to overtake a man who is as lax about his books as that because he never knows where he is at. I always claim, and have stated so in confidential chats with merchants with whom I have come in contact all over Canada, that if a retailer does not know what it is costing him to do business, what his invoice costs are and whether he is making a net margin of profit on them he is doomed to certain failure sooner or later."

Warren had story after story to tell of the pitfalls that beset the path of the unwary in the retail business. In my next article I shall present further actual cases of why merchants fail—instances that demonstrate that men who would attain any marked degree of success must think deeply on what they do.

WRONG ADDRESS GIVEN.

Through a clerical error in the composing room in the advertisement of Hugh Walker & Son in last week's issue, the address of this company was made to read "Hamilton" and "North Bay," instead of "Guelph" and "North Bay." Hugh Walker & Son have been engaged in the wholesale fruit business in Guelph for many years, and no doubt readers recognized this error in the address.

An Unbiased Record of Stock

Manager of Montreal Store Takes No Part in Stock-Taking So That Work Will Be Done Strictly on Business Principles—Stock Divided Into Eight Sections—Another Dealer Employs Commercial Traveler.

THERE is no set time for taking an inventory, but the majority of merchants choose the beginning of the year, the first of February, being a favorite date. This is probably due to the fact that, especially in Quebec Province, the early part of January, or the last day of December, is a busy period. The first of the month is suitable, because it is then that the monthly statements are sent out, which facilitates the calculation of one of the business assets.

Preparations can be made by getting accounts owing by customers ready during the days preceding the event, so that this item will be easily handled. The actual stocktaking should be done on one day, if possible, and should be handled in a business-like manner. Many retailers employ a commercial traveler, who understands the stock, to do the work for them, paying him from ten to fifteen dollars. This has its advantage in that the work is performed in an unbiased manner, and further, the traveler is familiar with prices.

In the grocery department of a Montreal store, visited by the writer, the manager takes no active part in the taking of stock. By leaving it to others, he claims he is able to hand into the office an honest record, whereas by taking it himself, he would have a good opportunity to water stock or detract from its value.

Eight Divisions Made.

The department is divided into eight sections, numbered one, two, three, and so on, one man being responsible for the inventory of each section. The divisions are:—tea and coffee, provisions, biscuits, canned goods, bottle goods, package goods, bulk goods, and washing goods. These divisions are maintained throughout the year, so that when an invoice comes into the office, the manager goes over it, and assigns each item to its division. For instance, 50 cases of soap would be marked No. 8, and this is charged up to Jones, or whoever is in charge of No. 8 division. Thus, at the end of each season (inventories are taken three times a year), it is easy to say what profit has been made in each division, and make interesting comparisons.

On the night when the inventory is taken, each man is provided with two helpers, one to count, and the other to check, the manager of the section recording it in his book. Before commencing, a slip of paper is placed in every shelf, drawer, and case, and when everything has been counted, the man in charge draws a blue pencil across the paper, indicating that this stock has been taken.

Selling Price of Goods Taken.

Everything is put down at selling price, and when counting has been completed, the figures are sent to the office, where by means of invoices, the extension is made. The stock book is then returned to the manager, who makes considerable use of it for reference purposes.

Many of the methods outlined above would not be practicable in smaller stores, but the method in the main is the same as is employed by the majority of stores. The only safe way is to count and weigh everything, leaving nothing to guesswork.

The Outremont Grocery Co., Outremont, Que., take their stock on the first day in February. The store is divided into two parts, a commercial traveler being employed, who is assisted by the clerks, only one of whom calls out to the traveler, the rest being employed counting. In the case of affected goods, most of these are returnable; if not, then a reasonable price is recoreded. Duplicates of the extension are made, for supplying the bank, when such is requested.

Fixtures and Book Debts.

Many firms use an ordinary book or foolscap paper, numbering the pages, using separate pages for stock fixtures, etc. The Outremont Grocery Co. allows a depreciation of about ten per cent. on fixtures, machinery, utensils, etc. Book debts are put down at their full value.

NO MORE PHOSPHORUS MATCHES.

Ottawa, Dec. 31.—No phosphorus matches will be manufactured in Canada after the end of the present year. On the 1st of January the white phosphorus act, designed to prohibit the manufacture, importation and sale of matches made with white phosphorus, will become operative, with the exception of the clause dealing with the sale. The clause prohibiting the sale is not effective till January 1, 1916. The act was passed at the last session of the Dominion Parliament. Officers of the Labor Department will attend to its enforcement.

CARDWRITING MADE EASY

By R. T. D. Edwards

ON many occasions young men have come to me to find out how long it would take them to master cardwriting. They have invariably been surprised to learn that it could not be picked up in a few weeks. In fact some of them have said to me that they knew it would only be a matter of obtaining the proper tools for them as they had always been handy at drawing. In all such cases, when put to the test, they found that whatever skill they had had was not the only qualification required. To become a successful cardwriter it is necessary not only to study the subject from the rudiments up, but also to practice very carefully and thoroughly.

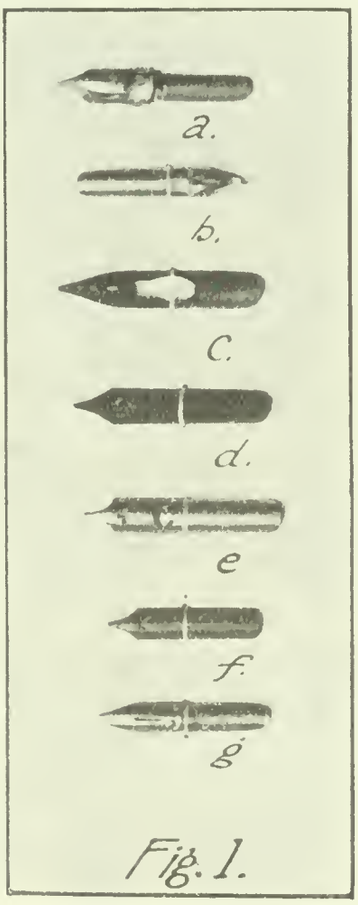
All Need Instruction.

My experience would lead me to believe that to become a proficient card writer it is necessary to receive instructions. Few good card writers have "merely picked it up." In all cases or in nearly all, men who have made a success of this branch of retail merchandising, have either taken a course or had the advantage of an apprenticeship under a proficient card writer. My advice, therefore, to anyone who is desirous to taking up cardwriting, no matter how much experience they may have had or how skilful at drawing they may be, is to follow this course. I am starting at the very first, giving suggestions and information which may appear as elementary to many readers; but as the articles progress we will take up every possible branch of the card writing work. Readers should follow the instructions given thoroughly. I have known some to read articles on cardwriting and then proceed to do the very opposite. To such as this we can hold out no prospect of improvement from following this series of articles.

I would also like to impress the fact that practice is nine-tenths of the battle. Be sure, however, that your efforts are in the right direction. Remember that one step in the wrong direction is worse than standing still.

As a Side-line at First

I desire to make it clear at the start that those who follow these articles with an idea of becoming proficient at card writing should not do so with the idea that in time they would be able to devote themselves exclusively to this work. Card writing has become to a great extent a science and, to do nothing but write cards either in a shop or a large store, a man must have many years of experience. My advice to beginners is to look upon card writing as a side line to window trimming, advertising, or the selling end of the retail trade. By so doing you not only increase your experience but also improve your chances of advancement.



Types of Nibs.

Card writing has developed to an almost unbelievable extent in the past few years. To-day every live merchant in Canada knows the importance of the price ticket. Even in the smallest towns and villages they are used. Many of the cards used to-day are extremely crude. Frequently they are made with a box-marking brush, a blue crayon, or a rubber stamp. Nevertheless, the fact that they are used shows that the demand is there, and that the clerk who desires to make himself as valuable as possible and to bring himself as close to 100 per cent. efficiency, should acquire some skill in the writing of price and show cards.

The excuse need no longer be put forward that it costs too much to learn. All that the beginner needs is the necessary material. By following these articles he will then be in a position to acquire sufficient skill to prepare creditable cards for the store in which he is employed.

The First Start.

I am starting this course on a different basis than any other series that I have ever seen. It is my experience that the beginner wants to see actual results and, if he is forced to practice exercises too long, he is liable to lose heart and quit altogether. With this in mind I start the student off with outline pen work. Practice with the pen in school days has left everyone more or less proficient with its use and it, therefore comes more natural than the brush, which to the beginner is much harder to control. The surest and easiest way to make a start at actual card writing is to letter price tickets. Accordingly, we will direct our attention for this lesson on pen outline Roman figures. This may seem rather

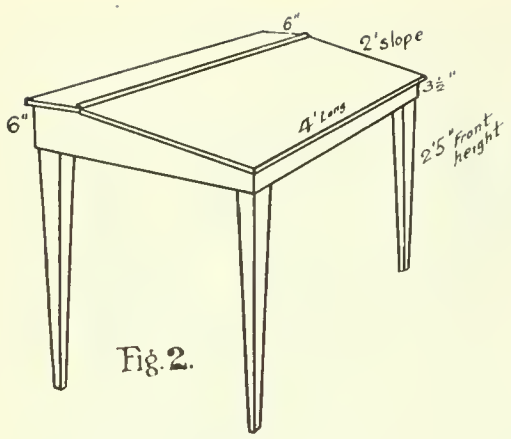


Fig. 2.

Best kind of table to work on.

too rudimentary for many of our readers, but I desire again to emphasize the fact that the man who desires to become thoroughly proficient must start at the very beginning and master each phase no matter how simple. It is my experience that to acquire the fullest degree of skill at making figures, it is necessary for a beginner to practise at least a full month. It will take a good part of his spare time at that. The next step will be to master the alphabets and these will follow in due course.

Tools Needed for This Lesson.

You will require in the first place a large ball-pointed pen nib with ink retainer attached. If this cannot be secured a real blunt stub pen will serve the purpose. No. 3 or 3½ round writing pens are also suitable for this class of work. Fig. 1 shows illustrations of various nibs. If your stationer cannot secure these for you they can be obtained by writing to the Editor of this paper. Nib A is a No. 3 round writing pen with brass ink retainer attached. The retainer regulates the flow of ink. Nib B is ball-pointed, camel back retainer. Nib C has ink retainer underneath. Nibs D, E, F and G are all stub pointed pens and are good for this work. Any stationer should have these in stock.

Pen holders should always be round and thick. Small handles cramp the fingers. Other tools needed for this work will be a good straight ruler, not less than eighteen inches in length, and a compass that can be used for either pen or pencil. The best ink for the work is a good black carbon (not waterproof). This ink can be secured at any retail stationer's, art supply stores, etc.

Fig. 2 gives a good idea of the best kind of table to work upon. The dimensions given make a table large enough for anyone, no matter what work you may have. Always work on a slanting top table, as a flat top will tire the wrist very quickly. The six-inch margin shown at the back is for placing pots of paint, tools, etc. When sitting the edge of the table should come just below the pit of the stomach. This gives the arm room for a free swing without resting it too heavily upon the table. Always sit erect when working. The importance of maintaining a proper position while working is greater than the beginner will imagine.

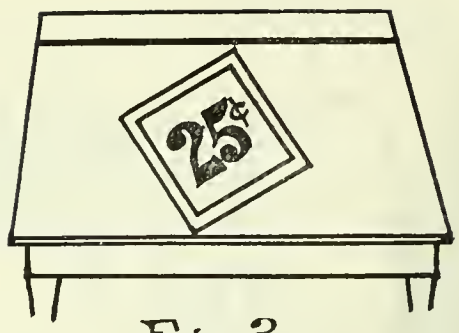


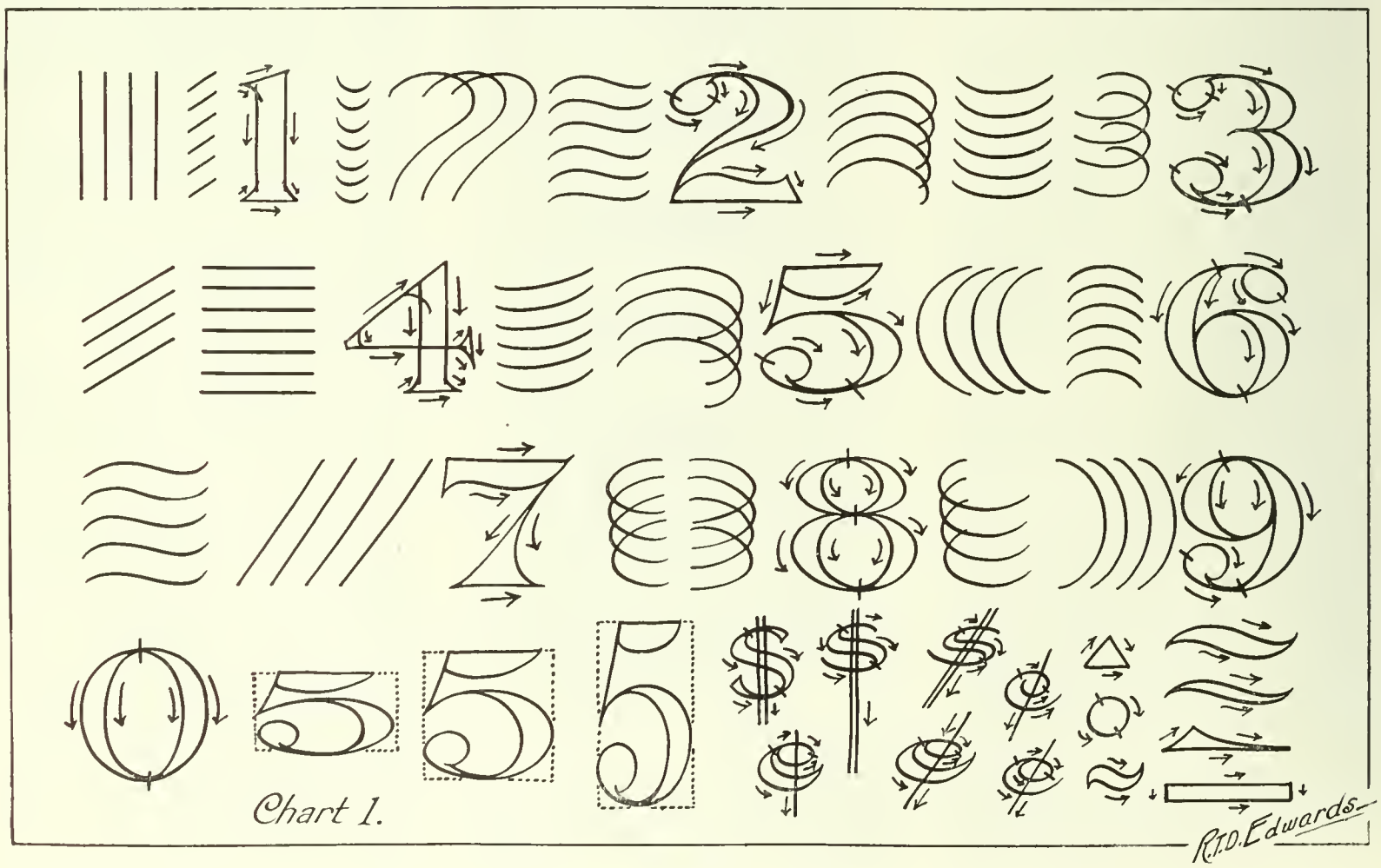
Fig. 3.

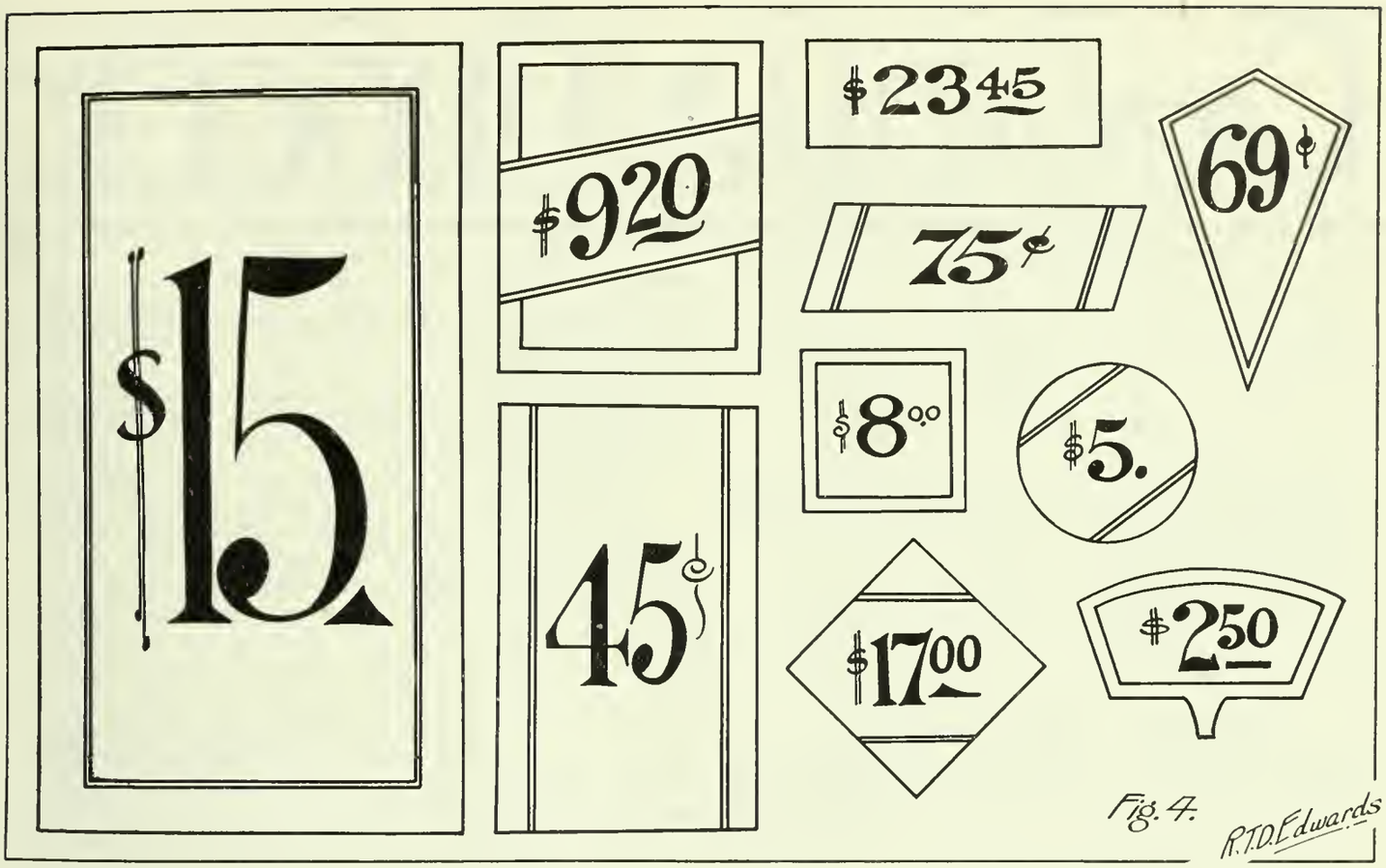
Position of card on desk.

Fig. 3 gives an idea of the position the card should occupy on a desk while being written. If it is placed parallel with the edge of the desk, the wrist will become tired quickly as this gives it an unnatural twist.

Before starting practice see that everything is ready. The cardboard should be ruled out. The ink should be contained in a vessel that is free of access and at your right hand; the table should be placed so that the light falls over your left shoulder. All pens should be close at hand.

Study the chart thoroughly before starting. Preceding each figure you will notice a few exercise strokes which are in the make-up of the figure. These should be practiced thoroughly and perfected before attempting the finished work. The arrows indicate the direction in which to draw the strokes. Always work from left to right and from the top to the bottom. Be sure to carry





enough ink on the pen, so that the entire stroke can be made without a second dipping.

Fig. 1 is mostly composed of straight lines. Watch that both the upright lines are the same distance apart all the way up. Figs. 2 and 3 are almost entirely composed of curves. These take a great deal of practice in order to get them balanced up evenly. Fig. 4 is about the hardest figure to make for beginners and should be watched carefully. Care should be taken not to get the centre cross-line too low. Note the top of Fig. 5 does not project as far to the right as the lower part. This is another figure which needs great care as it is the most used of all. The six and nine are composed of the same amount of strokes. All being curves, they need a great amount of practice. The 7, like the 4, is quite hard for beginners to balance up. Practice well the two exercises preceding it. Note that the top of the 8, while the same shape, is not so large.

If at any time you have difficulty in balancing a figure up properly, draw a square lightly with a pencil and place the figure inside as shown at the bottom of the chart. The three fives explains well the way out of this difficulty.

The dollar and cent marks should be practised just as thoroughly as any of the figures.

Collection of Cards and Price Tickets.

The collection of cards and price tickets in Fig. 4 give a fair indication of what you should be expected to accomplish if you thoroughly master the lesson. You will note that every figure is in use along with the various styles of dollar and cent marks. The collection of small price tickets is easy for you to make, being simply cut out of plain white cardboard and ruled out with the same pen that is used to make the figures.

Many other designs and rulings can be used to make very attractive tickets. In making these rulings use the side of

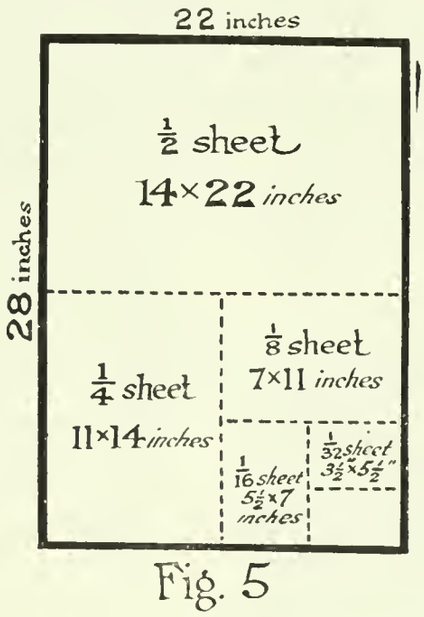


Fig. 5

the ruler that does not lay flat on the card. This will keep the work from being smudged.

For filling in this pen outline work, any brush will do that you may have. A cheap camel-hair brush will serve the purpose. I do not want you to get the good sable writers until we come to brush work, as the success of the work depends to a great degree on the proper care of the brushes.

The question of cardboard naturally arises as soon as card-writing is taken up, so this must necessarily be gone into at once. White board is the main color and this must be of a smooth coated finish. 6, 8 and 10-ply are the most popular weights, but many just use the 8-ply for all sizes of tickets. If you have frames in which to put the cards, the thinnest board will serve and be somewhat cheaper. This board can be bought wholesale in Canada from 4½ cents per sheet upwards, but a great deal depends on what quantities you buy and from whom it is procured.

This board is made for printing and lithographing use and comes in a regulation size of 22 x 28 inches. This cuts up economically into the sizes shown in Fig. 5. For ordinary store use the ¼ and ⅛ sheet sizes are most popular; ½ sizes should be used sparingly. The smaller sizes make neat price cards.

A. J. Hicks, general merchant, Aldersyde, Alta., sustained a fire loss recently. He operated also the post office at that place.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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LIMITED

JOHN BAYNE MACLEAN, President.

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Profit by Past Experience

AS we cross the threshold that separates the old from the new year, it becomes incumbent upon each of us that we look back over the past twelvemonth and recall the mistakes that have led us along costly paths and that have not been conducive to the best success of the business. We are exhorted by philosophers and others to forget the past and remember the present; but yet is it not the past with all its experiences, its joys and its sorrows, its work and worry, its trials and tribulations that have made us what we are? Then must it be taken into our deep consideration, so that as many of the difficulties and worries may be side-stepped or surmounted more readily in the future.

The time has come for the drawing up of the inventory and the striking off of the annual statement. Let no one shirk this work for it is an undisputed fact that the absence of a knowledge of the progress of the business has caused a host of failures, if not the greatest number. The annual statement if carefully and honestly prepared will do much to enlighten the merchant on the mistakes of the year that has just gone by. An hour or two spent at recalling the difficulties and the causes of losses during the twelvemonth will, too, be time well occupied.

The man who falls into the same error twice is losing the valuable lessons taught in the hard school of experience. He is not a keen business man.

Causes of Failure.

WHY do so many retailers fail? That is a question that every dealer should ask himself and particularly the new man in the trade who has yet to win his spurs. Isn't it a fact that if retailers knew the various causes of failure—and applied the knowledge to their business—the number of them would be greatly reduced? When one comes to think of it isn't a knowledge of the obstacles that waylay the retailer in his seeking after wealth just as important as the successful methods of men who have traveled the retail road to success?

It was with these thoughts in mind that Canadian Grocer was led to present a series of articles on the subject of why retailers fail. The first of that series appears on another page of this issue and will be followed up in future issues. The man who has furnished the actual incidents described, is one who speaks with a long experience and a wide knowledge of the retail world. The impression is not to be conveyed in this series that all merchants fail who follow the paths of the men whose methods will be described, but rather that if they do not follow them they will have better chances of success.

We commend these articles of Mr. Grandin to your closest attention.

Foodstuff Exports Increase

IN so far as nine foodstuff lines are concerned, the Canadian exports to Great Britain during the month of November last were more than nineteen million and a half dollars in excess of the corresponding month of 1913. That represents a lot of money and indicates the increasingly healthy condition of the foodstuff export trade. From the figures below it will be seen that wheat has been one of the chief items in the increase and evidently it must be in great demand on the other side of the Atlantic. Here are the figures:

	Nov., 1914.	Nov., 1913.
Wheat	£12,277,637	£ 7,892,480
Wheatmeal, flour	1,633,867	2,065,612
Oats	621,493	716,168
Barley	580,354	805,501
Bacon	1,061,764	811,108
Hams	196,350	313,512
Cheese	3,653,624	3,801,752
Canned salmon	1,024,975	750,337
Canned lobsters	325,165	303,295
Totals	£21,365,229	£17,459,765
Balance in favor Nov., 1914		£ 3,905,464

In a number of the lines it will be observed that exports declined, but these declines were more than made up by the advances in wheat, bacon, canned salmon and canned lobsters.

Retailers' Interest in Elections

BEFORE another issue goes to press municipal candidates in many communities will either have attained their hearts' desire or have fallen before the victorious ones. In many districts it has been observed that the merchants have taken a prominent part in the municipal elections. This is as it should be, for who stands to lose more than the retail merchants, if shallow-minded men are put in charge of the affairs of the city, town or village? It is the duty, therefore, of the merchants to see that those candidates are supported who can be depended upon to look at matters that arise for discussion on broad business lines. It is a lamentable fact that too many councilmen or aldermen are stampeded into following courses designed to catch the popular ear regardless of general harm they cause to the community as a whole.

In Toronto this season the Retail Merchants' Association took a firm stand in regard to municipal candidates. Circulars were issued and sent to the trade, and without naming particular candidates that in the opinion of the Association should be left at home, there was outlined a general view of the situation, asking the electors among the retailers to consider rather the effects upon the city as a whole should the causes espoused by certain unnamed candidates be allowed to get a footing. The circular hit pretty hard along these lines, and without doubt made a strong impression on the trade.

During municipal elections the retail trade should always be in the limelight. Retailers usually represent the biggest portion of the taxes and in such an event they should undoubtedly have the strongest representations in the municipal government.

Insuring Against War.

A CONSIDERABLE amount of insurance is being placed on the east coast of Canada in order to cover risks from war. It is said that in Halifax policies totaling a million dollars have been placed. The action on the part of Easterners should not cause undue alarm in Canada. The insurance is being placed because it is recognized that attacks from stray German ships although not probable may possibly occur. A bobardment would result in destruction that ordinary fire insurance policies do not cover and in view of the possibility, several business houses have deemed it advisable to cover the risk.

In the policies being issued the covering clause protecting against risk of bombardment reads as follows:—

"This policy is to cover the risk of loss of or damage to the property hereby insured directly caused by War, Civil War, Revolutions, Rebellions, Military or Usurped Power, including the risk of fire or explosion directly or indirectly caused by any of the foregoing.

"No claim to attach hereto for delay, deterioration and—or loss of market or for confiscation or destruction by the Government of the country in which the property is situated.

"Only to pay hereon if not recoverable under any other Policy of Insurance."

The rate at present is one quarter of one per cent. for three months and one half of one per cent. for twelve months. The rate quoted in St. John was one per cent. for twelve months.

Liability of Newspapers

DAILY and trade newspapers quite frequently receive letters in which grave charges are made against certain persons or firms. In some instances the writer wishes them published over an assumed signature. The impression appears to prevail in some quarters that a newspaper can escape the responsibility for publishing statements that may be libelous by disavowing them, or by compelling the writer to sign the letter with his own name. This is a great mistake. The publication of a libel is an offence no matter by whom it may be actually written, and a newspaper is liable in damages to the person libeled and all connected with its publication may be fined or imprisoned or both. All editors know that their refusal to print certain letters may be construed as a desire to shield some person or persons. It has, unhappily come about that a great many persons think every newspaper is influenced by unworthy motives, when they refrain from doing what they are requested to do; but when a newspaper editor or publisher finds himself haled before a court of justice and put to great cost and inconvenience, if not to heavy punishment, he will derive mighty little consolation from the fact that he has proved himself not afraid to speak out.

Editorial Notes

LET optimism predominate.

• • •

IT IS nearly time the brakes were taken off.

• • •

A HAPPY New Year to all our readers.

• • •

THE clouds are beginning to roll away.

• • •

THE man who profits by the mistakes of the past is on the right road to success.

• • •

NO MERCHANT who is true to himself can sell a $5 article for two-ninety-five. There is something wrong somewhere.

• • •

THERE ARE many causes of failure—the series of articles dealing with actual instances and beginning this week will be found valuable reading for everybody.

• • •

WHEN the war is over it will be found that the men who kept a bold front, who advertised as usual and who maintained their reputation for honesty and quality, will be the men to first feel the beating of the pulse of good times.

• • •

"IT IS unfortunate," says The Credit Mens' Journal referring to the failure of the National Railway Association, "that consumers allow themselves to be induced to subscribe to such ventures. For every one that has made a success in this country there are three that have been absolute failures, and in the vast majority of cases the creditors, as well as the small shareholders, are heavy sufferers."

The Business Outlook for the New Year

Record for 15 Years Back — The Process of Expansion and Contraction — A Good Index of Conditions — Continuance of Present Policy Will Result in Easy Money at Close of the War.

By John Appleton, Editor Financial Post.

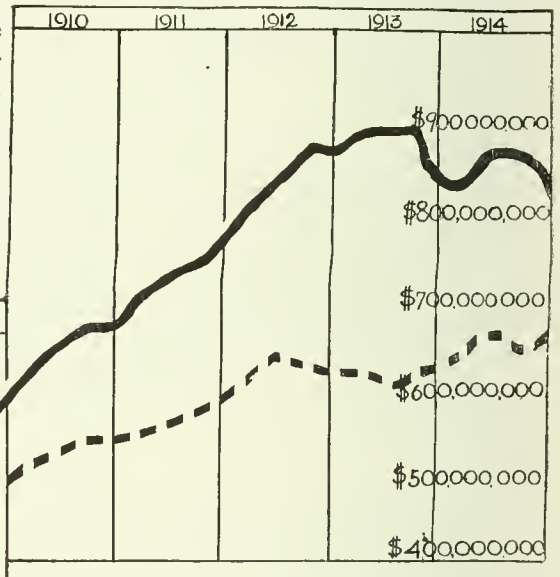
Experience over a long period of years tells us that expansion in business advances money rates and the yield on securities. Banks are anxious to get all the benefit possible from advanced rates and the depositors also wish to gain some advantage. As a result the chief resources of the banks, namely, savings deposits tend to expand unduly. There comes an end to such a process of course and it sometimes happens that that end is a panic. The result is a great reduction in loans and ultimately an increase in savings deposits. When this process of reconstruction is complete money is plentiful and the assets throughout the country have been reduced to as liquid form as is possible. Only then can bankers or business men look forward to normal business conditions.

It may be said without hesitation that at the present time the banks have reduced their assets generally to a liquid form and on the other hand depositors are returning to the banks with their money. Should the war end this spring it is very probable that the banks will be found to have plenty of money for commercial purposes of a legitimate character even though the loan market in Europe remains fairly stiff for some time. The war has done one good thing at least. It has accelerated the process of liquidation and at least so far it has not forced the depositor to withdraw savings for purposes of consumption. At any rate the withdrawals for the latter purpose are more than offset by the increased saving on the part of those profiting by production and who are consuming less than they produce or are spending less than they are receiving—in other words, living well within their means.

There is every indication that money for non-speculative commercial purposes in Canada will be available in large quantities during 1915. A year ago the Financial Post pointed out that there could be no very definite improvement in business conditions in Canada until the beginning of 1915 for the reason that the banks had not at that time reduced their assets to a sufficiently liquid form to justify loan expansion.

The ratio of savings deposits to commercial loans is in our opinion the best index of business conditions that is available. A diagram brought up to date in this issue shows the variations in savings deposits and commercial loans since the beginning of the century. In periods of over-extension the two lines draw gradually apart until finally the process is overdone and the lines draw together under the process of liquidation and easing money rates. The Post believed a year ago that by the beginning of 1915 the reconstruction would be complete and money rates would be easy enough to justify a resumption of business on more active lines.

The war has, of course, made a very serious difference in the general business outlook. Another factor was the disappointing crop in the Western provinces. If the latter had been normal, coupled with the higher prices that prevailed as a result of the European struggle, Canadian business would have remained on a normal basis and liquidation would not have been so severe. In the spring the outlook from a crop standpoint was very cheering but later drought destroyed hopes of an approximately normal yield. So bright were the farmers' prospects after seeding was done as to raise hopes of more general business activity and some expansion of loans actually took place. As soon as it was realized that the crop at best would be a light one, and the action of the money markets began to show signs of disturbance in European diplomatic circles contraction followed. Loans were decreased and deposits remained stationary for a time until the close of the year they showed a tendency to increase.



So long as war prevails it will be very difficult for business men to foresee what the course of business during the year will be. In our opinion, given normal crop conditions, business will remain dull but not to the same extent as during the later months of the year just closing. Our deposits will increase and in consequence the banks will be able to expand their loans. With uncertainty in the air they will not do this at the expense of their liquid position. They will not be content, nor is it desirable that they should be, unless they have approximately 25 cents in their till or vault for every dollar they owe to the public. We are in the position, and it is a relatively favorable one, of having resources of our own for taking

(Continued on page 41.)

Situation in Saskatchewan Bearing on Credits

War Legislation of Saskatchewan Government — Complicated Situation From the Standpoint of Wholesaler and Retailer.

Written for Canadian Grocer by Henry Lewis.

AT A TIME like the present, any action which seems likely to undermine credits is exceedingly serious. Some rather misunderstood legislation recently enacted by the provincial government of Saskatchewan, has, it is feared, a tendency to so upset trade equlibrium. As a result, retailers and wholesalers alike are considerably disturbed.

As has been indicated this enactment of the government, is rather less clearly understood than is the usual government measure—befogged as it customarily is with legal terms. It appears, however, that the government has itself to thank for a good deal of this misunderstanding. It also appears that while measures so far put into effect have only a limited bearing upon the retail and wholesale hardware, grocery, and dry goods men, the government has yet reserved unto itself rights, which, if enforced, will have a very decided bearing upon all doing business in this province.

The war legislation which has actually been passed by the Saskatchewan government has been summarized as follows:—

War Legislation Saskatchewan.

"**Protecting Volunteers or Reservists Only.** No action for cancellation of agreements of sale of land, bond, mortgage, lien or other encumbrance affecting land to be taken until six months' have expired for the date of the Proclamation, which was the 21st of October.

"**Protecting All Classes.** No action for cancellation of any contract or agreement for the sale of land shall be taken by a vendor except in a court of competent jurisdiction, but same can be determined by mutual agreement between the parties. (This took effect from the 1st of October.)

"On the 19th of November it was proclaimed that no personal property belonging to a debtor by virtue of a conditional sale, lien agreement or hire receipt shall during a period of six months' from that date be seized or sold under a chattel mortgage or bill of sale intended to operate as a mortgage or under such conditional sale, lien agreement or hire receipt until the consent of the sheriff of the judicial district had been obtained; all seizures under the above must be made by the sheriff or his nominee; the sheriff shall be allowed discretionary powers to deal with the seizure in a manner to prevent hardship and his decision shall be absolute.

"This applies to seizures made prior to the proclamation where the goods have not been sold.

"It is now an offence for any other party than the sheriff or his nominee to make such seizure, the penalty being a fine or imprisonment."

A Broad Hint.

This legislation, somewhat difficult as it is to understand, really has apparently little bearing for the retail and wholesale dealers. It treats largely of conditional sales, and so principally affects machinery companies, and to a certain extent flour concerns. The cause for uneasiness to the retailer and the wholesaler, therefore, is not what is written, but what the government very clearly indicates may be written. At the present time, in short, men doing business in Saskatchewan are under the surveillance of the government. An indication of this probably can best be given by quoting herewith a letter received by a Western wholesale house from the Department of Agriculture at Regina:—

Regina, Sask., Dec. 15, '14.

Dear Sir,—Mr. —— has sent us copies of correspondence with your Company extending over the past two years. You are doubtless aware that the crop in the ——— district was practically a failure. On this account customers who usually pay promptly when the harvest is over have been unable this year to meet their obligations. Mr. ————'s statement shows a good surplus and he has been building up a good business and would no doubt put your account in good shape this fall if the crop had been normal.

As, no doubt, you are aware the Government of Saskatchewan have lately passed an act to give protection to the farmers against harsh treatment from their creditors. We find also that it is necessary to give protection to merchants who are endeavoring to exercise lenieney with their customers and while of course the Act was not framed with the intention of intervening between wholesale and retail houses it is so framed that it can be extended at any time to cover all business transactions or any individual case. We however, feel satisfied that is only necessary to place the matter before the wholesale creditors in order to get right treatment for the merchants who are at the present time unable through stress of circumstances to help themselves.

Signed (F. H. Auld),
Secretary.

Wholesalers and Retailers Anxious.

Notice, in this letter, the statement that the government has an act so framed that "it can be extended at any time to cover all business transactions." It is no little wonder the wholesalers are nervous? But it appears that the wholesalers have only cause for fear because there is in the first place great ground for fear on the part of the retailers.

Notice the first sentence of this letter from the department of agriculture. Mr. ——— has sent the government correspondence from the wholesale house. This indicates pretty clearly, that, as in other cases, the government has first received word from a farmer, that, Mr. ——— is pressing for collection, which the farmer claims to be unable to make. The agricultural department then writes the dealer, suggesting that he cease his efforts to make collection. The dealer then writes the government stating that it is up to them to make the wholesaler cease pressing for their collection. Hence comes the letter from the government to the wholesaler.

As far as can be learned, there is not at the present time anything actually in the act which prevents a retailer from pressing for collections. If a merchant, say in Maple Creek, feels that John Doe, farmer, should make payment of the account which he has been running for the past year, he can issue a writ against John Doe. John Doe, however, can write the government complaining of his crop, and so the whole matter can be stopped bu such letters as the one quoted above.

There is another point in this letter from the department of agriculture—and it should be stated here that this letter is not a single instance of the government's action, several such have been received by wholesale dealers, and from what can be learned a number of retailers have received similar missives. It is stated that Mr. ——'s statement shows a good business. It is of course a question here as to who should be the judge of this. The thoughtful retailer will realize the necessity of a careful estimate of stability. It is the competition from men on the verge of bankruptcy which is mostly

feared by dealers. In very many cases it is these men who inaugurate the price shattering sales.

How It Would Affect Business.

In this connection perhaps may be properly instanced legal proceedings now under way in Alberta. A certain merchant in that province now stands committed for trial upon a charge of issuing a false statement with the object of thus securing greater credit. He is shortly to be tried before the supreme court. He recently made an assignment, and it was following this that information was received which lead the Canadian Credit Men's Trust Association of Calgary to take proceedings.

What will be the result of this case, is as yet uncertain. But leaving this for the time, and supposing that some dealer had got an extension of credit by means of issuing a false statement, it will be readily seen that thus he would have staved off bankruptcy, and would in this way, have prolonged competition for the other local dealers—would have prolonged what almost certainly would be the meanest kind of competition.

Such examples and possible examples as this, indicate very clearly that it is to the dealer's interest to have the question of surplus which a report may show, very clearly understood, and carefully investigated. It is a question if wholesalers or retailers either will be prepared to take the decision of the department of agriculture of the Saskatchewan government as to the reliability of any individual or firm.

Privilege Given the Farmer.

This briefly then is the situation as it stands at present. Exclusive of the machinery lines, it looks from the Act as if a dealer may take what steps he thinks best to secure payment of his account. The farmer, however, can appeal to the government, and the government may then suggest that the retailer cease to press for collection, and may also suggest that the wholesaler also cease to press the retailer for collection. With both suggestions, of course, the government indicates that if there is failure to comply, there is vested in the government power to compel such compliance.

It is an exceedingly interesting state of affairs. It is a state of affairs which will have a tendency to make wholesaler and retailer alike take steps towards putting their business, in future, as far as possible, on a cash basis. But while the cash basis may be the wish of many business men, it is yet somewhat doubtful if such forcing measures toward this end, as those now being practised are in the interest of the whole community.

Seemingly the government does not want to come out and pass a moratorium for the reason that this would certainly hurt the province's credit abroad. Ret they do appear desirous of taking unto themselves powers which will produce some of the results which would be secured by a moratorium. So far it does not seem that any great harm has resulted from this ace-up-the-sleeve policy of the Government. Nevertheless, it is a subject of vital interest to all dealing in this great Western province. It is a subject which retailers, wholesalers, brokers, and manufacturers alike, may well study.

New Maple Sugar Regulations

Exact Wording Taken From Amendment to The Adulteration Act—Syrup and Sugar Cannot Be Sold as "Maple" After January 1 Unless They Are Pure—Same Applies to Honey.

In view of the receipt of a number of letters from readers in reference to the new maple regulations, Canadian Grocer, feels that the presentation of the exact wording of the regulations from the Amendment to the Adulteration Act, assented to on the 12th of June last, will be be of particular interest to everyone. These regulations appear herewith:—

"No person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to the standard prescribed by the Sixth Schedule of this Act or, if such standard is changed by the Governor-in-Council, to such standard as the Governor-in-council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

"The word "maple" shall not be used either alone or in combination with any other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself, which is or which resembles maple sugar or maple syrup, and no package containing any article of food itself, which is not pure maple sugar or pure maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe, it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act.

"The word "honey" shall not be used either alone or in combination with any other word or words on the label or other mark, illustration or device on any package containing any article of food which is or which resembles honey and which is not pure honey made by bees, and no package containing any article of food which is not pure honey shall be labelled or marked in such a manner as is likely to make persons believe it is pure honey, and any article of food labelled or marked in violation of this section shall be deemed to be adulterated within the meaning of this Act.

"The provisions of this section shall not apply to any syrup or compound manufactured and sold for medical purposes only.

"This Act shall come into force on the first day of January, 1915."

Some of our readers have been under the impression that the new regulations do not come into effect, so far as the retail sale of maple products are concerned, until the 1st of January, 1916. It will be seen however, from the last paragraph of the above Act, that this is not the case. When this paragraph is taken in conjunction with the first it will be noted that no person shall keep for sale, as well as manufacture for sale, maple sugar or maple syrup, any sugar or syrup which is not pure. The question has also arisen, as to whether the retailer would be liable if he sold his compound syrup and sugar after January 1, providing he did not use the word "maple" on the label, or sell it as "maple" sugar or syrup in any way.

Our interpretation of the Act, is that the goods could be sold so long as they were not sold as "Maple" products, either pure or compound.

The same applies to honey. After Jan. 1, no honey, unless it is absolutely pure, can be sold under the name of "honey," either pure or compound.

SHOULD HAVE BEEN "PREMIUM."

In the advertisement of the Swift Canadian Company, Toronto, which appeared on the outside back cover of last week's issue, there was a typographical error in the name of the brand of this company.

"Premier" hams and bacon should have read "Premium" hams and bacon. This brand name "Premium" is, of course, familiar to the Canadian trade, and our readers will no doubt already have read the advertisement aright.

AN ORIGINAL COFFEE WINDOW TRIM—Ribbons run from the various samples of coffee to the points on the map of the world from which those samples came.

How Much Coffee Do You Sell Annually?

Consumption Per Capita in Canada is About 2 Pounds—Do You Get Your Share?—Retailer Tells the Story of How He First Realized the Future in Coffee and the Methods He Used to Build Up Sales.

"HOW have I built up my coffee trade?" repeated a retail dealer the other day to a query put to him by Canadian Grocer. "First," he replied, "let me tell you how I came to realize the importanee of featuring coffee in the store. Some months ago a coffee salesman was endeavoring to interest me in purchasing more coffee than usual. I baulked, because, as I pointed out, it would be suicidal for me to stock more than I could possibly sell in a given time.

"'But,' he added, 'I know you are only selling so many pounds a month, yet the people of Canada are drinking on the average much more than you are selling to your customers—isn't there an opportunity there for more business?'

"He drew a book from his pocket presenting these figures: In the fiseal year ending March 31, 1911, the importations of coffee into Canada amounted to 11,064,059 pounds. During the year ending March 31, 1913, these figures went up to 15,651,674 pounds, or an increase of 41½ per cent. Then, again, at the end of March of the year 1914 they advanced to more than 17,000,000 pounds. In one year you see the increase was almost a million and a half pounds.

More Business Available.

"That made me think—here I was with 200 customers, with families averaging four to five possible coffee drinkers, and only selling about 35 pounds per month. With eight million people in Canada the eonsumption per capita during the last fiscal year was more than two pounds. Yet my 200 families, representing some 800 persons at least, were buying but 35 pounds a month, or 420 pounds in a year, when they should have been consuming at least 1,600 pounds. Somebody, I argued with myself, was getting more than his share of the increased sales in coffee, and I made up my mind to be among the 'somebodys' during the year to come."

Here he paused and, taking Canadian Grocer representative by the arm, led him over to the centre of the store, where stood a handsome piece of furniture—a coffee mill. He dropped in some coffee beans, touched a button, and away went the machine. In a moment the store was permeated with the pleasant aroma of freshly-ground coffee.

"What a pleasant odor," remarked a customer who was being served at the counter. "How much is the coffee a pound? I believe I'll take some home with me."

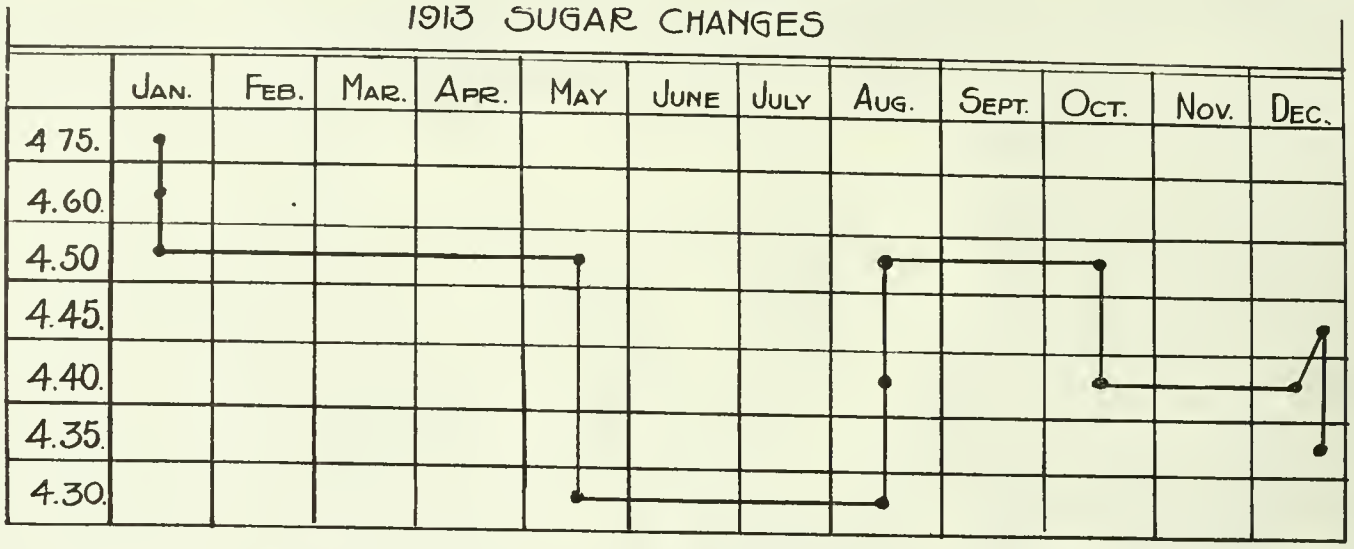
The clerk politely answered her question, added a few words about the coffee, and made the sale.

"I only wish I could get all my customers to do their shopping in person," whispered the grocer, "instead of over the phone—I know I could sell them more coffee and a good many other things extra as well.

"That is one of the chief methods," he added, and pointed to the coffee mill, "we have used for increasing our sales. During November we sold 75 pounds, more than doubling our usual sales. The figures of that salesman opened my eyes to the realization that if I were not selling my customers at the rate of two pounds each per year I was that much behind the times. I recognized that I wasn't giving my customers service from the coffee standpoint, and determined to make an effective change. In the first place, I bought a better coffee and the grinder you see. I also stock a couple of superior brands

(Continued on page 41.)

Sugar Changes of the Past Two Years

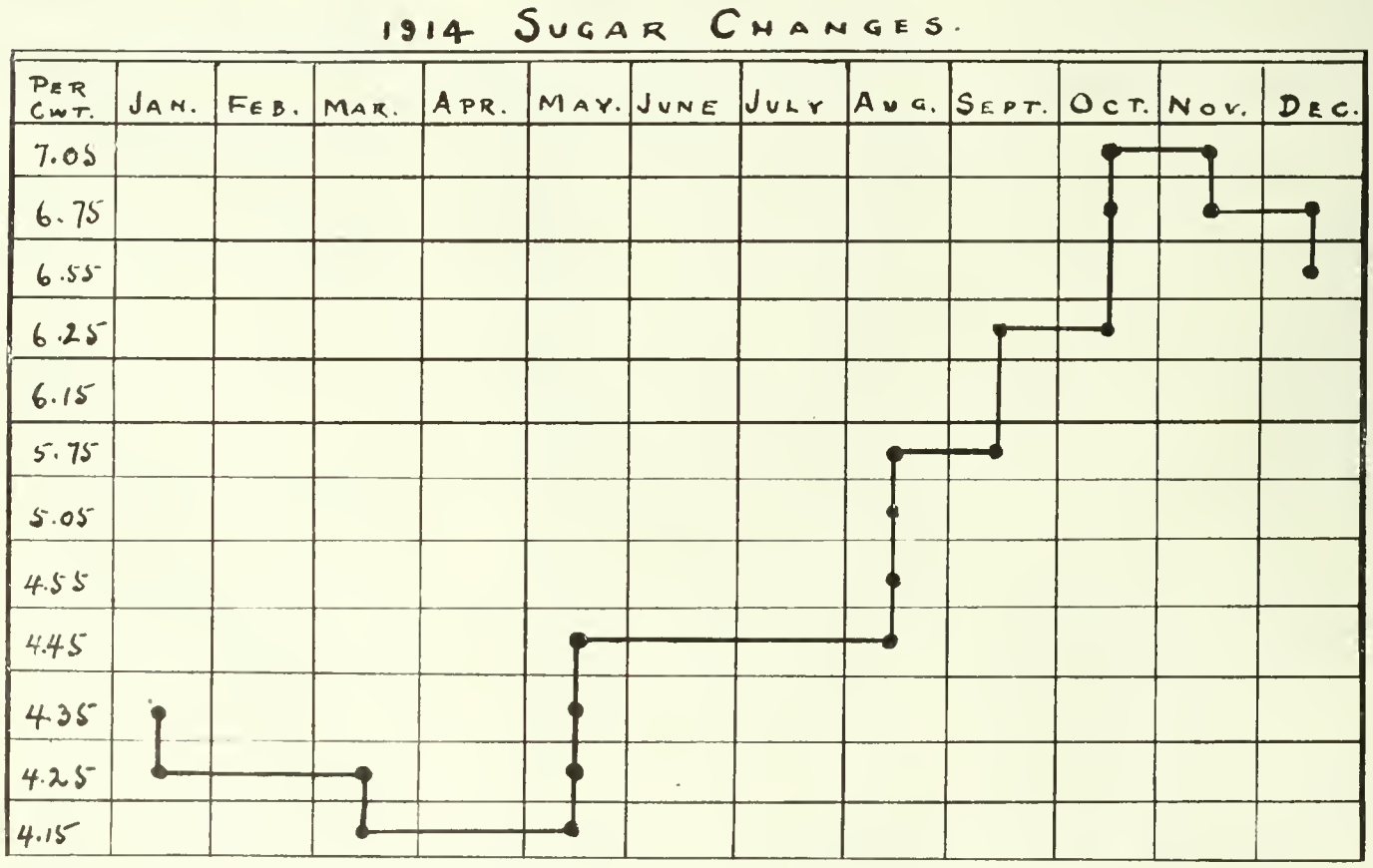


The changes in sugar on the Montreal market during 1913 are shown by this chart. The high price was $4.75, and the low $4.30.

NINETEEN hundred and fourteen will be remembered as a year of unprecedented activity in sugar, in so far as the last generation is concerned. The accompanying charts, showing the ups and downs of the market during the past two years, picture concisely a wide diversity of action. While in 1913 sugar did not go above $4.75 a hundred, Montreal refined, on the Montreal market, in 1914, the top price reached was 7.05 cents. Had it not been, however, for the interruption of normal conditions by the European conflagration, we undoubtedly would have seen a year of exceedingly cheap sugar. As it happened, the past twelvemonth presents a record, showing the lowest and highest sugar in many years. In January last it opened at 4.35 cents, but on the second day of the month drop to 4.25. Again in March it went down to $4.15, which was probably the lowest price that refined cane sugar ever reached on the Montreal market.

When the war broke out in August sugar was only $4.45 per hundred. The first few shots fired sent values up 10 cents on the hundred, and then the market ascended with a celerity never before experienced in modern times. From 4.45 cents it never rested until the high mark, 7.05, was attained. That was about the 20th of October, and since then three declines have occurred totalling 75 cents, making the price at the end of the year $6.30. In 1911 sugar reached the highest point in 22 years, which was $5.85 on the Montreal market. The present price, minus the war tax of 70 cents imposed by the Government in August, is $5.60, which is below the 1911 high figure. In the 1914 chart the advances during the war are the top figures in Montreal refined. One of the refineries did not make all the advances at same time as the other.

Just what the future will bring forth in sugar is difficult to say, but from the conditions existing to-day, as we see them, it would appear that there is a weaker market in sight for Canada just as soon as the refiners have converted their stocks of high-priced raws into refined. The decline of 25 cents on Monday bears out this contention. What will eventually take place no one can tell. Much depends upon the duration of the war and the course to be adopted by the large European beet growers in 1915. Time alone will tell.



This chart shows the long climb made by sugar from January, 1914, to November, following which came declines. Since this cut was made sugar went down again 25 cents, making the price at the end of the year $6.30, Montreal refined.

Value of the Dealer's Co-operation

The MacLean Publishing Co.,
143 University Avenue,
Toronto, Ont.

Gentlemen:—

We are in receipt of your circular:—"ARE YOUR GOODS HANDLED OR SOLD," also the article headed "IGNORING THE RETAIL MERCHANT."

Beg to advise that the experience of the Parsons & Parsons Canadian Co. has been exactly as stated in your statement. We thoroughly agree with the position taken by the National Drug & Chemical Co. that it is necessary to interest the Retail Merchant with your article, providing it is worthy of consideration by the public in general throughout Canada. In fact we consider that our advertising to the trade has been of far greater value to us than any consumer advertising we have ever done. Believing that when you offer and give the Trade a satisfactory article and stand back of it in every way, you are bound to obtain results.

Wishing your publication greater success for 1915, we are,

THE PARSONS & PARSONS CANADIAN CO.,
H. F. Baldwin, Gen. Mgr.

Hamilton, Ontario, Dec. 17th, 1914.
HFB | AM.

The Clerks' Page

THE ENCYCLOPEDIA

THE MAKING OF BEET SUGAR.

IN A RECENT communication to Canadian Grocer from an Ontario reader the question was asked how beet sugar was manufactured. The following has been given on the subject by a Canadian manufacturer:—

"The beets upon arrival, are unloaded to the sheds. The wagon and rail sheds to our factory have a capacity of 10,000 tons; our river sheds hold 1,500 tons. From the sheds the beets are flumed by water into the factory, and on the way, are separated as well as possible from the weeds and all adhering soil. The beets are then raised by a large revolving wheel to the washer, where they are thoroughly cleaned, and are then carried to the automatic scale for weighing, thence are dumped into the slicing machines. The richer the beets are in sugar, the finer they are sliced. The sliced particles are called Cossettes, and are carried along the belt conveyor to the diffusion batteries, where the sugar juice is extracted by the action of warm water. From the batteries, the juice is carried to the measuring tank, and is there tested for specific gravity.

"The residue of the battery is the exhausted beet pulp. This is carried to an adjoining factory and there cut up in small particles, dried, and is sold in 100 lb. bags as a food for cattle, especially adaptable for milch cows.

"The juice from the measuring tank is pumped through re-heaters to the first carbonation, where from 2 per cent. to 3 per cent. of milk of lime is added for clarifying, which is precipitated by means of carbonic acid gas. The lime is burned in the company's own lime kilns, and the escaped gas is drawn off by means of pumps and forced back to the mixture of juice and lime. This mixture is treated with carbonic acid until the filter shows a .1 per cent. solution. The juice is heated to 90 degrees and forced by a pressure pump through filter presses, where it is separated from all precipitated matter, and then runs by its own gravity to the second carbonation station. The contents of the filter press are dumped into a conveyor below, mixed with water and discharged into a settling basin, where the heavy precipitates sink to the bottom. This by-product is now being dried, and is sold as a carbonate of lime, quite a demand for it being worked up, as it is recommended for sweetening the land.

"In the second carbonation, a small amount of lime is added; carbonic acid gas is forced into the juice until the filtered sample shows .03 per cent. of lime. After this, the juices are heated to a boiling point, and pumped through another filter press station where they are separated from all sediments, the clear juice collected in a special tank and pumped from there to the sulphur station. In the latter, the juice is treated with sulphurous acid obtained by burning rolled sulphur until a sample shows only a trace of free lime in solution. After heating up to boiling point, the juice is filtered for the third time through pravity filters. The clear juice collected gees into the evaporating station, where it is concentrated from a ten per cent. solution to a fifty per cent. one. It is now called "thick juice" and is filtered again and treated with sulphurous acid if found to contain too much free lime.

"The thick juice is stored in special tanks and drawn into the vacuum pan. There it is concentrated until the sugar crystals begin to appear. These crystals, small at first, grow by addition of fresh quantities of thick juice until the contents of the vacuum pan do not allow any fresh addition of juice.

"From the pan the mass, consisting now of sugar crystals and syrup, is discharged into a mixer, where it is kept in motion by a revolving shaft with arms. This is done to prevent hardening of the mass. From the mixer, the charge goes into centrifugal machines, and the crystals are separated from the surrounding syrup by centrifugal force. To remove however, all the syrup from the crystals, it is necessary to wash them with sufficient quantity of water. After this operation the sugar is obtained in white crystals which contain yet about 2½ per cent. of water. This is removed in the granulation stage through which the sugar has to pass by means of steam heating and a big exhaust fan to draw off the moist air. After leaving the granulator, the sugar is ready to be packed in barrels or bags and sent to the market, and is 100 per cent. pure.

"The syrup separated in the centrifugal machines is concentrated in a special vacuum pan and put into crystallizers which are large iron cylinders with a revolving shaft and arms to keep the mass always in motion. After two or three days in the crystallizers, the contents are discharged into a mixer for the second mass, and thence into special centrifugal machines where the second or brown sugar is separated from the surrounding syrup, now called molasses. This brown sugar is dissolved in hot water or in hot sulphur juice to liquors of about 50 per cent. sugar, then filtered and united with the thick juice obtained in the former operation, and sent to the first vacuum pan to be there boiled into sugar.

"The molasses is run into an additional plant, and by a special process, 90 per cent. of sugar is extracted. The by-product in the form of mother liquor, is sold to fertilizer factories, and if the price of potash is fair, this mother liquor can be burned directly into potash. Potash is a very scarce article since the war, therefore the quantity we are turning out is quite a boon to the fertilizer people of Canada.

"One thousand tons of beets are sliced every 24 hours, and 300 men are employed."

WELL WORTH THE PRICE.

Canadian Grocer:
Dear Sirs,—Your paper is well worth the price, and we are pleased to renew for another year.
THE TWO BARKERS,
New Glasgow, N.S.

A GREAT HELP.

Canadian Grocer:
Dear Sirs,—Please pardon delay, due to sickness in my family. It gives me much pleasure to send cheque for Canadian Grocer, which is a great help to me.
W. E. McMANN,
104 Major St., Toronto.

A news despatch sent out from Raymond, Alta., states that the Knight Sugar Co. of that town has decided to remove its plant to some point in the United States. The reason given is the apathy shown by the farmers of the district to the matter of providing the necessary raw material.

Current News

Quebec and Maritime Provinces.

E. H. Duval has registered in Quebec City as a grocer.

Miles Spencer, groeer, Marysville, N.B., sustained a fire loss recently.

Arrangements are being made to form a branch of the Retail Merchants' Asso-eiation in Fredericton, N.B. Secretary Cameron, of the New Brunswiek body, has been in Fredericton making the preliminary arrangements.

J. Langevin, a Montreal grocer, who keeps a store on St. Lawrence Boulevard, had a visitor during the Christmas trade who produced a revolver while he had his back turned in the act of plaeing a box on a shelf and demanded that he put up his hands and deliver over his money without delay. The grocer, thus faced, wisely backed up a little and the visitor made a grab for the contents of the eash register, and then made a hasty exit. The hold-up man got away with about ten dollars, but fortunately for Mr. Langevin he overlooked a couple of hundred dollars more whieh were in a back compartment of the register.

Ontario.

Wm. Leith, grocer, Caledonia, Ont., sustained a fire loss reeently.

Miss Elizabeth McLaehlan and J. R. Harcus, two Orangeville, Ont., grocers, sustained fire losses reeently.

J. B. Jardine & Sons, general merchants, Carleton Place, Ont., sustained a fire loss recently—partially insured.

P. L. Campbell, general merchant in Orton, Ont., met with a peculiar and painful aeeident reeently. While feeding his hens he stooped down to stir the feed, when a hen picked him on the sight of one eye, lacerating the eyeball. He is at present confined to the house under the doetor's eare.

The soldiers of the Eighteenth Battalion, under quarantine at the Fair Grounds, London, Ont., received a fine Christmas gift from A. M. Smith & Co., wholesale grocers, in the shape of four cases of maple syrup, 25 eases of tomatoes, 12 dozen cases of piekles, 2 eases of grape juice, 4 eases of marmalade and 3 eases of rolled barley.

Peter Couse, an old St. Thomas, Ont., merchant, died recently, aged 94 years. Mr. Couse came to Elgin County from the United States when about 20 years of age, and engaged in farming in Yarmouth Township. Later he went to St. Thomas and engaged in the groeery business with his brother, but for many years had been living retired.

The following officers were elected at a recent meeting of Toronto Camp No. 1 of the Christian Commereial Travelers Association ("The Gideons"):—President, A. F. Hines; vice-president, E. W. Allen; second viee-president, J. E. Chamberlain; seeretary, G. P. Duffield; treasurer, S. W. Grant; chaplain, J. Burton; corresponding seeretary, A. L. Forde. "The Gideons" have under their eharge the plaeing of a Bible in each bedroom of every hotel in the Dominion, and so far have furnished 18,000 Bibles in this way.

Western Canada.

Stock of the estate of S. Korman, general merchant, Haskett, Man., has been sold to K. Korman.

The stock of the estate of L. Portigal, grocer and confeetioner, Winnipeg, has been sold to Ethel Portigal.

A. & E. Lee have disposed of their general store business at Gwynne, Alta., to Mr. Millar, who takes possession of the store early in the New Year.

F. M. Black treasurer of P. Burns & Co., Limited, Calgary, was the speaker at a joint meeting of the United Commercial Travelers' Association and the Canadian Credit Men's Assoeiation on December 29, in Calgary, Alta. His subject was "The Responsibility of the Commereial Traveler and his Relation to the House."

Provincial Secretary F. E. Raymond, of the Saskatchewan Board of the Retail Merehants' Association of Canada, Inc., reports highly gratifying progress in the work of the association throughout the provinee ,and that the prospects for the eoming year are much better than expeeted. Although many merchants have gone out of business, the membership of the association will show little decrease owing to new members coming in.

The annual meeting of the North-west Commercial Travelers' Association of Canada was held recently in Winnipeg. The financial statement was presented, and was most satisfactory, showing a net inerease for the year in assets amounting to $50,739.30, this in spite of the business depression throughout the year and the consequent deerease in membership. The association is taking rank as one of the strong financial eorporations in the West with total assets amounting to $469,864.68, with valuable investments in the Western provinees. The following officers were eleeted for the year 1915:—President, Charles Horden; vice-presidents, J. M. Scott, S. C. Burton, representing Saskatchewan; G. S. Kellaway, Alberta; R. W. Clark, British Columbia; treasurer, L. C. McIntyre; seeretary, Fred J. C. Cox.

At the staff dinner of the Canadian Cereal and Milling Co., Toronto, announced in last week's issue. From left to right: H. T. Jamieson, manager and receiver; H. C. Lowrey (Canadian Grocer); T. Tressam, Toronto sales manager; G. W. Lynn, salesman. Opposite side, from left to right: Wallace F. Baker, sales-promotion and advertising manager; Jno. Kennedy, assistant sales manager; W. Dunlop, flour salesman; J. Landry, window dresser; G. E. Hodgins, salesman, and J. Snitman, salesman.

Sugar Drops Twenty-five Cents; Trade Quiet

Usual Year-end Slump Leaves Market Practically Featureless—Sugar Down Again to Catch What Trade is Going—Seedless and Seeded Raisins Are Up From First of Year—"Too Many Nuts."

Office of Publication, Dec. 31, 1914.

THE feature of the market this week is the decline of 25 cents per hundred in sugar which was announced by the Montreal refiners on Monday. This makes a total decline of 75 cents since the high point of the market was reached in October and is a natural course following on the cheaper raws that have been so much referred to recently. Apart from the war-tax imposed by the Dominion Government in August, and which added 70 cents per hundred on to the price, sugar to-day is cheaper by 25 cents than the high point reached in 1911 which at that time was the highest price for sugar for 22 years previously. And to-day we are in the midst of a great war. Just what the future is for sugar is difficult to say, but the trade is looking for further declines before the bottom has been reached. After that, the future of the market depends on the length of the war and the attitude of European beet-growers. If, as has been asserted, the German Government is going to demand that grain be produced next season in preference to sugar beets, that is bound to have a big effect. But we shall have to await circumstances.

In the big markets after all, there was a scarcity of Turkeys for the Christmas trade. The farmer from all accounts fooled the big dealers who had anticipated cheap turkeys prior to the great holiday. A few weeks ago turkey could be bought on the wholesale markets at around 14 and 15 cents per pound. It was thought these prices would be maintained and they probably would have been, had the Canadian farmer been content to market his flock in Canada. But apparently United States buyers appeared on the scene in many districts—at least in Ontario—and offered three or four cents more and got the birds. This was one of the chief reasons why there were so few turkeys on the market on Christmas eve and why prices were so high. Another reason undoubtedly was the condition of the roads the week prior to Christmas.

It is significant that this week sees a reduction in the price of new-laid eggs for the first time since the high prices were reached. Both on the Montreal and Toronto markets declines occurred of about five cents. Can it be that the Canadian hen sees the finish of the cold weather and has already commenced her spring work of laying fresh eggs?

Wholesale and retail business is seasonably quiet. This is only natural. Wholesalers are into the annual stock-taking operations, anticipating the quiet period, and retailers will soon be following suit. If it be true, as a prominent financial man said this week, that money is easing up and will be much easier by the end of the war, the future can be looked forward to with much greater confidence.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Dearer flour talked of.
Feeds still active.
Rolled oats slow but sure.

PRODUCE AND PROVISIONS—
Dearer storage eggs expected.
Shortage in turkeys.
Cheese and butter both firm.
New laids quoted lower.

FRUIT AND VEGETABLES—
Apples continue firm.
Big sales of oranges.
Cranberries up a little.
Cauliflowers temporarily up.
Hothouse tomatoes scarce.

FISH AND OYSTERS—
Only one fish day this week.
Some frozen lines scarce.
Frozen lake fish plentiful.
Early Lent will help in 1915.

GENERAL GROCERIES—
Sugar drops 25c cwt.
Tea market still firm.
Split peas still hard to get.
Few walnuts arrived for Xmas.
Dates and currants remain firm.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Much better export trade.
Good demand for feeds.
Brisk demand in cereals.

PRODUCE AND PROVISIONS—
New laids down.
Storage eggs higher.
No poultry at all.

FRUITS AND VEGETABLES—
Navels down again.
Apples firm; advancing.
Cauliflower good seller.
Cranberries are higher.

FISH AND OYSTERS—
Smelts are scarce.
No fish day this week.
Oysters move slowly.
"Fisherman's luck."

GENERAL GROCERIES—
The decline in sugar.
A glut of walnuts.
Currants firmer.
Raisins up for New Year.

QUEBEC MARKETS.

Montreal, December 31.—Christmas has passed. Retail merchants prepared as usual for the rush on luxuries, and it is probable that some were a little surprised at the demand. There may have been exceptions, but the majority of retailers seen in this city expressed satisfaction with the amount of business that came to them. It seemed as though the public suddenly forgot to be careful, and came with a rush for the luxuries they had been accustomed to at this festive season.

The wholesale trade seems to have no qualms regarding business in January and February. They argue that the retail trade have been buying exceedingly careful right up to Christmas, and must continue to buy so at least, in order to remain in business, for none are carrying large stocks.

Some disappointment was felt at the non-arrival of new shelled walnuts; at least, of the bulk of these nuts. What will happen now to this market is hard to say. The popular opinion seems to be that nuts will be cheap. The same might apply to dried fruits, but there are several lines which are expected to remain firm, principally currants, dates and Sultanas. The common impression was that a big drop would take place immediately after the holidays. A certain New York house thinks differently.

Just now the wholesalers, commission agents, and retailers, are taking stock. Some interesting discoveries will probably be made which will guide them in their buying during the coming year.

The feature of this week's market is without doubt the drop of 25c in the price of sugar. Business at this time of the year is quiet, and is not likely to be stimulated by this action on the part of the refiners. The general public will be more interested in the drop than the retailer.

SUGAR.—Montreal refiners have to-day announced a reduction of 25 points in the price of sugar. The announcement came simultaneously from both companies and is effective in Eastern Canada; there is no change yet announced for Winnipeg. The announce-

ment coming from both of the big concerns at the same time gives no opportunity for speculation as to which is first running short of high cost raws—for the decline certainly indicates that cheaper raw material is now being ground. Demand is quiet. In fact, it would appear that the decline is likely to kill off rather than stimulate the little interest which was beginning to be revived after several months of unusual quietness. It is usually noticed that a falling market does not stimulate interest unless there is an indication that the bottom has been reached and the present situation does not lead to this belief.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	5 90
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 50
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lumps—	
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	7 80
Crystal Dominoes, cartons	7 90

TEA.—Cable advices from London state that there is no sign yet of a come down in prices, and no weakening is looked for. London was looking for a decline, but has changed its mind. In Montreal things are very quiet, nobody seeming disposed to buy, and few very anxious to sell.

DRIED FRUITS.—Quietness prevails in this market following the excitement of the three weeks preceding the holidays. Grocers have done fairly well and will, without doubt, have to do considerable buying before long. Nobody bought, as they have done in other years, being content to handle small quantities. It follows that this careful buying will continue after the holidays. While Valencia raisins are cheaper than a week ago, they are still good property and the market is firm. The price is down three shillings per cwt. Few Sultana raisins are available, even now. Wholesalers were asked prohibitive prices before Christmas. They can now be secured by the wholesale trade for 10½c, which is 2½c lower than pre-Xmas quotations. Few figs are left in first hands, and should be good to hold; yet reports insist that the consumer is not buying figs. Some of the trade are confidently expecting a drop in dates after the first of the year, yet a large New York firm declare they will be fooled, as the situtaion does not warrant a drop owing to small stocks in New York and London. Dates, they add, are the strongest of anything on the market, and have been selling well. Currants remain firm and if prices are lower, the decline will not be heavy.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 08½	0 09
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	....	0 09½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07¾
Amalias, 1-lb. pkgs.	0 08½	0 08¾
Filiatras, fine, loose, new	....	0 07¾
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 08½
Fards, choicest	....	0 12
Hallowee, loose	....	0 07½
Hallowee, 1-lb. pkgs.	....	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
16 oz. glove boxes, box	....	0 13
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 11¾	0 13¾
Valencia, new	0 08	0 09
Seedless, 16 oz.	....	0 10½
Seedless, 12 oz.	....	0 09
Seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the atate of market.

RICE.—The market both here and on imported rice continues firm, with only a moderate amount of business passing.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06¼
Velvet head Carolina	0 09½	0 10¼
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—Buyers are still waiting for the opening of season, and little forward business is talked of. There is talk of molasses being offered at low figures for new crop, but it is much too speculative to attempt purchases. Montreal holders are expecting inquiries this month, believing that stocks are running low in the country. Stocks from Barbadoes will be later this year than last.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04½
Pails, 38½ lbs., $1.95; 25 lbs.	1 45
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 — 0 11

COFFEE.—There has not been sufficient business passing to give the market any decided trend, and conditions continue about the same as during the month past. Cocoa beans are cheap, and the market continues easy, but this is not expected to affect the price of package goods.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—Unfortunately for the retailer, shelled walnuts did not arrive in large quantities in time for the Christmas trade. The Grampian, which reached St. John, N.B., on the 19th of December, took considerable time to unload, and by the time this had taken place, and the nuts were on the way, Christmas business had practically passed out. However, some nuts did arrive, and fortunate indeed were those who had them. Certain Montreal importers had not received supplies by the first of the year, and did not expect them until the second week in January. Of course, as soon as the turn of the year arrived, prices on these and other lines of nuts fell considerably. While the wholesaler was charged 47c for the Christmas trade, he can now buy around 30c. As soon as these large supplies of shelled walnuts are nicely settled on this market, really cheap prices can be expected. Walnuts are being offered to-day in France for future delivery at very low rates.

Almonds, Tara	....	0 18
Grenobles, new	0 15½	0 16½
Tarragonas, new	0 18½	0 19½
Marbots, new	0 14	0 15
Shelled walnuts, new, per lb.	....	0 58
Walnuts, in shell	....	0 16
Shelled almonds, 28-lb. boxes, per lb.	....	0 43
Sicily filberts	0 14	0 15
Pecans, large	....	0 18
Almonds	0 21	0 22
Brazils, new	....	0 15
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—China cassia is very low. Alleppy and Tellicherry peppers are now being offered in direct shipments from India at very moderate prices. However, freight rates are high, owing to the fact that Smyrna steamers have practically been withdrawn from cargo freighting, India to New York. During the past few months, the Food and Drug Department of the United States has been watching the percentage of stems in imported cloves, and have laid down a standard of five per cent., which must not be exceeded. Stems, of course, possess considerable strength, and make little difference in the ground weight.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	——	——
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	——	——
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 24	0 80—0 90	0 90—1 00
Pepper, white	0 32—0 33	1 05—1 10	1 1—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15

Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—The split peas which were offered from the West Indies turned out to be of inferior quality, and local firms did not buy. The result is that prices are still around $4.50, and little business is passing at this figure. Beans are selling at about the same figure. Good 3-lb. pickers can be secured for $2.40 by the wholesale trade. Nearly all good peas are said to be in now, and it is still hard to secure good boilers, which are very necessary to the Quebec trade. Prices asked—$2.45 to $2.50—are high compared with what they were a year ago.

Beans—		
Hand picked, per busbel	....	2 85
Canadian, white, per bushel	....	2 65
Yellow, per busbel	....	3 25
Yellow eyes, per busbel	....	3 25
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 85	3 00
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

ONTARIO MARKETS.

Toronto, December 31.—There is little doing in grocery markets generally this week. It is the year-end period, between Christmas with all its rush and bustle, and New Year's with its readiness for new buying and new selling, old stocks having been cleaned out, and general stock taken. Right up to Christmas Eve wholesalers did a fair amount of trade, and although it was undeniably lower than last year it was better than many had expected. Moreover, as one wholesaler put it, it is better that retailers should have bought sparingly if they could only afford so to buy, rather than have spent a lot of money that they could not have paid, and which would have simply meant bad debts for wholesalers.

The outstanding happening of a more or less dull market was, of course, the drop of twenty-five cents in sugar. We said last week, "Sugar men invariably look for lower prices before they go higher," and that is what has happened. It is only two weeks since the last decline of 20 cents occurred. Verily sugar is on the toboggan for the present.

The feeling among the men on the Street with regard to conditions for next year is one of optimism. None of them are anxious to express themselves in exact terms, and indeed prognostications at such a time are foolish, but there is no doubt that when adversity comes it has the effect of spurring the wise men on to meet it and conquer it. Conditions will not help any. It is up to the man—not to circumstances. This is the feeling among wholesalers generally, and if it is reflected in the retail trade 1915 will be a good year despite the undoubted handicaps at the outset.

The writer heard a distinctly interesting opinion expressed with regard to the decline in orders from the retailer, from a traveler for a wholesale house. He blamed the farmer. The farmer, he charges, does not bother to sell his wheat, and so he runs up a big debt with the retail grocer in the country. The retailer, carrying large credits, is therefore unable to give large orders to the wholesaler. There is doubtless something in it.

SUGAR.—The feature of this market, as indeed of all the markets this week is the decline of 25 cents. Doubtless it was partly a case of catching what business was going and putting out an attractive bait so to do. The quiet movement in sugar and the lower costing raws made the decline feasible at such a time. It was not anticipated by sugar men generally that it would happen just yet. It is only two weeks since the last decline which was 20 cents, and though it was felt that a further drop would happen along soon, it was not thought it would be immediate, because many refiners were working on higher priced raws. However, there ought to be more movement as a result of the drop.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 36
20 lb. bags	6 46
10 lb. bags	6 31
2 and 5-lb. cartons	6 65
Nova Scotia refined, 100-lb. bags	6 26
Extra Ground Sugars—	
Barrels	6 76
50 lb. boxes	6 94
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 56
50 lb. boxes	6 76
25 lb. boxes	6 96
Crystal Diamonds—	
Barrels	7 11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lumps—	
100 lb. boxes	7 11
50 lb. boxes	7 21
25 lb. boxes	7 41
Cartons (20 to case)	7 66
Cartons (50 to case)	8 16
Crystal Dominoes, cartons	8 26
Yellow Sugars—	
No. 1	5 96

Barrels granulated and yellow may be bad at 5c per cwt. above bag prices.

TEA.—Local market remains firm all round. There is a much increased demand, and a decline in supply. Russia, for instance, is drinking more tea, and finds herself unable to buy in London. London and Colombo markets were closed this week, and will be closed next Tuesday too, on account of the week-ending propensity of many tea merchants. It is said that tea is being bought at Colombo despite the closed market. The same is said to apply to Calcutta. In view of the stringency at leading distributors centres, it is said that teas will be rushed forward from the primary markets immediately after the first of the year.

DRIED FRUITS.—The rebound from the extra spurt at Christmas is that a quiet week now till after stocktaking time with the retailers. There is a fairly good demand for currants. Most other fruits are about average. The feature of the market is the advance in seeded and seedless raisins which will take effect from January 1st. It is a quarter of a cent. This is the action of the association in control. The 1913 crop is all disposed of, and that of 1914 was only normal. Christmas trade in most lines was good, though volume was below last year. But brisker business is looked for within a week or two.

Apricots—		
Apples, evaporated, per lb.	0 06	0 06½
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 38
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08½	0 09
Seeded, fancy, 1 lb. packets	0 10½	0 10¾
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08¾
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.——There is little new. The walnuts and almonds which were delayed so long got to retailers in time for Christmas buying, though it was pretty late, and a number of them had decided to do without them. It is thought there are good supplies left in the hands of the supporters who are not able to handle them very advantageously. Brazils are firmer at prevailing prices, which, it will be remembered, showed a decline last week.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11½	0 12½
Brazils, large, wasbed, new	0 13	0 15
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 48	0 50

..SPICES.—Trade has fallen off as was to be expected after Christmas, because spices are peculiarly a good line for Christmas, and have a really good sale then. Stocks are now pretty low though, and business should pick up after stocktaking. Herbs remain firm at ruling prices.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33

Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 27—0 30
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

COFFEE.—There is little change. The coffee market is very quiet, and there is not enough business over the year-end to give any character to it. Primary markets remain stationary, and quotations remain the same.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Santos	0 21	0 24
Rio	0 18	0 22
Chicory	....	0 14

RICE.—There is no change. Market is exceptionally quiet even for this after-Christmas period, but stocktaking has doubtless a great deal to do with it.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—Generally, there is nothing to report. As to molasses, speculation is rife as to the Barbadoes new crop. Rumors says that it will be offered high, but as delivery is pretty far ahead any fancy prices seem likely to meet with cold reception.

Syrups—	**Per case.**	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
6 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.

	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 77½
2's Beets, sliced blood red, Simcoe	1 00
2'a Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 82½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 65
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 92½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 32½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 6%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals. Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
2's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

Winnipeg, Dec. 30.—The week has naturally been quiet. Up to a few days before Christmas a good demand existed for all the holiday season lines, with the single exception of figs. Since then, however, the demand has fallen off as far as ordering by the retailer is concerned. Selling by the retailer, however, has improved materially; and, taking everything into consideration, the Christmas trade seems to have been satisfactory.

SUGAR.—Quotations here are still at the old figures, but a decline has occurred in Montreal.

	Per cwt. in sacks.
Sugar, Eastern—	
Sugar, standard granulated	6 70
Extra ground or icing	6 70
Powdered	6 50
Lump, hard	7 15
Montreal yellow	5 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Barrels, per cwt.	6 55
Halves, 50 lbs., per cwt.	6 60
Bales, 20 lbs., per cwt.	6 65
Powdered, barrels	5 90
Powdered, 50s	6 25
Powdered, 25s	6 55
Icing ,barrels	6 45
Icing, 50s	6 60
Icing, 25s	6 60
Icing, pails	6 50
Cut loaf, barrels	6 30
Cut loaf, 50s	6 55
Cut loaf, 25s	6 80
Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar	6 76
Icing sugar	6 95
Powdered sugar	6 75
H. P. lumps	7 45
Yellow	6 95
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	**Per gal.**	
Barbadoes	....	0 53
New Orleans	....	0 34
Maple Syrups—	**Per case.**	
Imperial quarts, case, 2 doz.	....	6 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal. case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 76

DRIED FRUITS.—No price changes whatever have been struck here during the week. An upward movement in prunes, evaporated apples and apricots is, however, looked for. All these lines seem to be at their lowest level, and it cannot be long, in the opinion of experts, before an advance is made.

Apples, evaporated, new, 50's	....	0 06¾
Apples, evaporated, new, 25's	....	0 07
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 08¾
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½

Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Table Raisins—		
F. O. S.	....	2 15
Fine selected, 14s	....	1 15
Fine selected, 7s	....	0 60
Vineyard clusters, 5½-lb. boxes	....	0 85
Vineyard clusters, 20 1-lb. bunches, per box	....	3 30
Extra dessert, 20 1-lb. bunches, per box	....	3 80
Royal Buckingbam, 20 1-lb. bunches, per box	....	4 35
Royal Buckingham, 22 lbs. bulk, per box	....	4 30
Imperial Russians, 20 1-lb. bunches, per box	....	5 15
Excelsior Windsor, 20 1-lb. bunches, per box	....	5 55
Raisins, Sultanas—		
California bleached	....	0 11¼
Raisins, Muscatels—		
3 crown loose, 50's	....	0 08¼
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09⅜
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08¼
70 to 80	....	0 08⅝
60 to 70	....	0 09⅛
50 to 60	....	0 09¾
40 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

NUTS.—While the ordering of these goods has been very heavy, it has fallen off during the week, and after perhaps a week or two more there will be little or no movement. There is a possibility of an advance in one or two lines, but the demand will be so small that such advance will not be of great importanee.

Soft shelled almonds (new)	0 20¼	0 20½
Markle walnuts (new)	0 12	0 12½
Brazils	0 13	0 13½
Filberts (new)	0 12¾	0 13
Almonds, sbelled	0 44	0 45
Walnuts, shelled (new)	0 45½	0 46½
Roasted peanuts (new), Jumbos	0 14½	....
Roasted peanuts (new), fancy	0 12	....
Roasted peanuts (new), cboice	0 09½	....
Pecans, choice, polisbed	0 17	0 22

TEAS AND COFFEES.—In tea there is no change. Coffee prices, however, have advanced, Rios and Santos being up 1c. It seems there has been a heavy export demand from Europe, and the rise on the primary market has eome as a natural result.

Coffee—	Per lb.	
Rio, No. 5, green	....	0 14½
Rio, roasted	....	0 17½
Santos, green, No. 4	....	0 16½
Santos, roasted	0 22¾	0 24
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

BEANS.—There is a strong tone to this market, but no further changes have yet been struek. Peas, however, have advanced largely, 98's now being quoted at $5.60. There is a searcity of peas in Ontario, and the farmers there who have them are taking advantage of the export demand, and are rushing prices up and up.

Beans—		
Foreign, band-picked	....	3 30
Canadian, hand-picked	....	3 40
3-lb. pickers	....	2 85
California Lima Beans—		
Bag lots	....	0 08¼
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	....	5 60
Whole peas, busbel	....	2 50
Sack, 49's	....	2 83

RICE AND TAPIOCA.—The market in rice is considerably easier, a substantial drop in prices having been struck during the week. Still lower prices may be looked for when the new crop is fully on the market. The present seems a time when dealers would do well to keep their stocks low. The new prices are:

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 04⅝
Siam, per lb.	0 04⅛	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 04⅞

SASKATCHEWAN MARKETS.

Regina, Dec. 30.—Local markets are quiet, following Christmas. Evaporated apples are lower, 50's being quoted at 7¼ cents. A new sugar list went into effeet December 28, granulated being $6.94. Butter and eggs and all kinds of poultry remain unchanged. Merchants enjoyed good Christmas trade throughout city and district. Flour is quoted at $3.30.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1	....	0 21
Cbeese, per lb.	0 17⅞	0 18
Eggs, storage, doz.	....	0 28
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per busbel	....	3 40
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 07¼
Potatoes, N.B., per bush.	....	0 95
Potatoes, Ontario, per bush.	....	0 90
Rolled oats, bail of 80 lbs.	....	3 55
Flour, 98's	....	3 30
Oysters, per gal.	....	2 50
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	6 94
Sugar, yellow, per cwt.	....	6 40
Walnuts, sbelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	5 00	5 00
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07¼
Currants, per lb.	....	0 08⅝

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Dec. 30.—Christmas trade has been quite satisfactory. There was a big demand for all foodstuffs, but dealers are not altogether pleased with collections, as mueh paper has been given. The stock of turkeys for holidays was good, with prices at 23c to 25c at first, but advancing later to 26c and 27c. There is a fair supply for New Year's market. There are no changes except in Ontario flours, which have advanced 10c. Market is firmer, but there is no ehange in Manitoba. Sugar declined in Montreal 25c on Monday. Colder weather with snow has brightened trade this week, and dealers look for crisp New Year's business.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 50	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	26 00	28 50
Pork, domestic, per bbl.	27 50	28 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10¾
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 95
Rolled oats, per bbl.	....	7 00
Oatmeal, standard, per bbl.	....	7 70
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 70	6 80
United Empire	6 60	6 70
Bright yellow	6 50	6 60
No. 1 yellow	6 20	6 30
Paris lumps	7 50	7 75
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08	0 08¼
Rice per cwt.	4 50	5 00

MONTREAL GUILD'S OFFICERS.

Montreal, Dec. 31.—The Montreal Wholesale Grocers' Guild has elected the following to hold offiee during the year 1915. President, N. Gendreau; vice-president, Albert Hudon; treasurer, J. T. Lalonde; directors, S. J. Carter, Armand Chaput, S. Deschatelets.

The newly elected president, Mr. Gendreau, was chosen as the Guild's nominee for election to the council of the Board of Trade.

The retiring president, Zeph. Hebert, of Hudon, Hebert & Cie., presented the annual report for 1914, which showed that during that year the Guild had been highly successful in its work in the interests of the wholesale groeery trade, a notable success having been scored by the Guild in preventing the railway companies from abrogating the privilege, heretofore enjoyed by shippers, of mixing carloads of dried fruit and groceries when shipping to the North-west.

CATALOGUES AND BOOKLETS.

A very useful and attractive little pocket diary for 1915 has been issued by J. & J. Colman, Limited, with which is incorporated Keen, Robinson & Co., Limited, London, England. It is called "Colman's Diary and Memorandum Book." In addition to a great deal of information on many topics of general interest, there are blanks for a diary for every day in the year. The book is substantially bound in leather, and is being sent through the eompany's Canadian agents, Magor, Son & Co., Limited.

CALENDARS FOR 1915.

"Her Nose Out of Joint," is the subject of an attractive little calendar issued by A. E. Kelly, grocer, at the corner of Florence and Lyon Sts., Ottawa, Ont. The picture illustrating the title is a most engaging one showing a down-cast and dejected little girl who for the time being is superseded by a more recent addition to the family. The young "ruler" of the home is going into ecstacies over the tooting of a horn for his sole benefit while the little girl stands aside with "her nose out of joint" as the saying goes.

The calendar of Libby, packers, Chicago, is of the usual bright, sunshiny character. The picture is that of a rosy complexioned little girl wending her way to the fish pond through meadows dotted with dainty flowers and with a forest in the background. In the lower corners are shown fac-similes of cans of corned beef and asparagus, manufactured by the company. With this larger calendar is a miniature one showing a couple of rosebuds in the richest of hues.

An attractive calendar, entitled "June Roses," has been issued this season by Walter S. Bayley, grocery broker, Toronto, and sent out with his compliments. The picture is that of a beautiful woman from a painting in colors, with sepia background. About the shoulders of the woman is a beautiful garland of pink roses, from which the picture takes its title.

BUSINESS OUTLOOK FOR NEW YEAR.

(Continued from page 28.)

care of our business from day to day. Without external aid we cannot go on building railways and all their incidental equipment in the form of depots and terminals, nor canals, new buildings on the same scale as during the last decade, and other forms of capital outlay. Many of our industries are dependent on this class of work. They have ahead of them a very lean period unless their plant, or their fixed capital, can be adapted to other purposes. Much of it can but in the meantime they will be "slack."

HOW MUCH COFFEE DO YOU SELL ANNUALLY?

(Continued from page 31.)

in tins for those customers who like their coffee that way.

"The selling power of suggestion is, too, well exemplified in the use of the coffee machine. At first we simply ground coffee whenever we had a call for it, but that didn't quite satisfy us. As you know the women folk who go down town on their afternoon shopping tours or to the matinee return home from about three o'clock to five-thirty or so. We figured out that sales of coffee could be readily created by getting these women thinking about it as they called in to make their evening purchases. So we started the mill going with a few beans each afternoon just as the first customer began calling in. This usually opened up the buying and you would be surprised to see the number of sales made during an evening. In the summer time we leave the door ajar so that the aroma is carried out into the air and on many occasions we have observed people who weren't regular customers drop in for coffee only.

"While I have not yet increased my coffee sales up to the mark which would show a consumption of two pounds per capita in a year, I am heading that way and hope to attain it sooner or later. Give a customer a reason or suggestion for buying a particular line and if she has the money she'll get it. That is the principle we are now working on with many varieties of goods and it is certainly producing results."

A question that every Canadian should ask himself to-day is this: "Am I getting my share of the coffee business?" and if it is answered in the negative then, "What steps must I take to get it?"

The Troublous Turkey

WHAT'S in a name? Nothing, so one William Shakespeare said. But Turkey is a name which is wisest omitted from conversation with poultrymen just now. It is only the week after Christmas, and they remember Christmas. So does a large section of the public.

Three weeks ago turkey was selling in Toronto, wholesale, at 15 cents a pound. There was lots of it. Every farmer for miles around drove in his birds to market, and there was turkey galore. But the abundance, while it was good for the public was bad for the farmer. It appeared to him that there might be such a thing as "too much Turkey." The next week, there were comparatively few birds in the city markets. Prices went up to 18 cents and thereabouts, and the wholesaler chuckled. Year after year the dealer tries to beat the farmer at the turkey-game. Said the dealer to himself, "No turkeys this week. Therefore I may put my price up. And therefore, also, the farmer, who is holding off this week, will *have* to sell his birds next week, in time for the Christmas demand. And I shall be able to buy them cheap, and make a fair profit." There is no doubt that this was the attitude of the large Ontario dealers in general. A scarcity two weeks before Christmas meant a glut in Christmas week. They were sure of it.

But the farmer is a canny individual. He, too, had been thinking.

Came the day before Christmas. The retailers called up the wholesalers, and said, "What about turkey?"

And the dealer said, "We have none."

Christmas Eve, and there were practically no fresh turkeys on the street. Buyers couldn't get them. I know a man who went round the retailers' stores late in the afternoon of Christmas Even, and the only thing he could get was storage stuff, unless he wanted to pay 25 cents and 26 cents a pound for it. Even at that, there was hardly any fresh stuff to be had. By five or six o'clock, the only fresh bird in the Toronto market was a big bird, weighing 28¼ pounds, obviously too big for the average household. Further afield, in the suburbs of the city, 25, 26 and 27 cents was charged, and obtained. The public had to pay it, if it wanted Turkey. And all this on top of the promise, two weeks earlier, of turkey for the consumer at 19 and 20 cents a pound.

There were three reasons for the hold-up. One was that there was not so much killing this year. The second was that the roads were snowed up, some of them to six feet, and the farmers, who had left things to the last minute, couldn't get in to market. And the third, and most important, was that the farmers bethought themselves that they could make more by selling their birds to Buffalo and Niagara Falls. American buyers offered them higher prices. City dealers, expecting a slump, refused to bid high, and the farmer got out, made his money, and left his home market short of turkey for Christmas.

And he also caused several dealers and retailers to lose a lot of money. One butcher—in a big way—lost six thousand dollars.

Did we call it The Troublesome Turkey?

Fruit and Vegetables

Apples Higher; Spanish Onions are Firmer

Apples, Both in Toronto and Montreal, Made a General Advance — California Navels Down in Toronto — Lemons Moving But Slowly — Cranberries Higher — Canadian Onions Down, but Spanish Up—Exceptional Demand for Oranges in East.

MONTREAL.

FRUIT.—The apple market continues remarkably firm, varieties like Baldwins and Spys bringing as high as $4 per bbl. There are cheaper grades selling for $3.25 to $3.50. With such high prices, the demand falls off, making it unprofitable for small dealers to carry them. Other varieties continue firm. Around Christmas, owing to the unusually good demand for turkeys, the price of cranberries advanced to $6, and are getting a little scarce, partly owing to the colder weather. During the holidays there has been an exceptionally good demand for oranges. Lemons continue to sell as low as $2.25, but are not very fancy at that price.

Apples—		
Baldwins, No. 1, bbl.	....	4 00
Spys, No. 1, bbl.	....	4 00
Russets, No. 1, bbl.	....	3 50
Greenings, No. 1, bbl.	....	3 50
Fameuse, No. 1, bbl.	....	5 00
McIntosh Reds, No. 1, bbl.	....	5 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	5 50	6 50
Grapefruits, Jamaica, case	....	3 00
Grapes, Malaga, keg	5 00	5 50
Grapes, Belgium hothouse, lb.	0 75	1 00
Lemons—		
Messina Verdelli extra fancy, 300 size	2 25	2 75
Malaga, 420 size	....	5 00
Oranges—		
Cal. Navel, 150-176-200-216-250-288	....	3 50
Cal., 96-126 size box	....	3 25
Florida, 176-200-216	....	2 75
Florida, 126-150	....	2 50
Mexican, 126-150-176-200-216-250	....	2 50
Valencias, 714 size, large cases	....	6 00
Evergreen, 160 yards to bale	....	2 50
Holly case	....	4 50

VEGETABLES.—Brussels sprouts are about done, and will come from the States from now on. Cauliflowers are likely to advance to $2.25 per doz. owing to supplies from New York and California not arriving. However, the price will likely be down to $1.75 next week. Good cucumbers are worth $2.75 for fancy, but scraggy stock can be secured for $1.75 doz. There is little demand this year and prices should be lower before long. Celery, Cal., brought $5.50 crate around Christmas, but is considerably cheaper now. Leeks are scarcer. Boston head lettuce brings $1.50-$1.60 box. Earlier in the week it was cheaper. Parsley is worth $1 doz. hothouse. Watercress is quoted $1.25 doz. big bunches. Price of potatoes remains the same—65c-75c. Sweet potatoes are said to be worth $2.50 hamper, which is an advance of 25c. Hothouse tomatoes are not coming in well. They are not ripe, and what are on the market are worth 30c lb.

Artichokes, bag	....	1 25
Beets, bag	....	0 75
Brussell Sprouts, bunch	....	1 00
Cabbage, per bbl.	....	1 25
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
ucumbers, fancy, doz.	1 75	2 75
Celery, crate	4 75	5 00
Leaks, doz.	....	1 75
Lettuce, head, per box	1 50	1 60
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	....	3 75
Spanish, per ½ case	....	2 25
Red, 75-lb. bags	....	1 50
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	2 50
Spinach, American, in bbls.	....	3 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	....	0 30
Watercress, doz.	....	1 25

TORONTO.

FRUIT.—Once more California navels are down, and may be bought as low as $2.25. Dealers say that the crop has never been so sweet and so good for Christmas in years; usually it takes until the middle of January for them to get really sweet. Apples are higher generally. Kings and Spys, best grades, are up to $3.25. Cranberries are at $7, an advance of 50c. Slowly but surely cranberries are becoming a good deal more popular in Canada. Lemons are firm at prevailing prices. They are comparatively slow in moving until the cold weather sets in once and for all. Then they are bought for hot drinks, and so on. All fruits are moving well. Whatever other lines have experienced, Christmas was a good time for the fruit men. They agree that they did exceedingly well. Apples and oranges were particularly good sellers.

Apples—		
Wagners	....	2 25
Greenings	2 25	2 50
Kings	2 25	3 25
Baldwins	2 00	2 50
Spies	2 00	3 25
Seeks	2 25	2 50
Canada Reds	2 00	2 50
Snows	3 25	3 75
No. 2s, 40-50c less.		

Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 50	7 00
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 25	2 50
California, late Valencias	4 00	4 50
California navels	2 25	3 00
Lemons, Messinas	2 75	3 25
Lemons, California	3 75	4 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	2 75	3 25
Grape fruit	2 50	2 75

VEGETABLES. — Cauliflower from California is going well, and is down a little from last week. $3 to $3.25 is price. Fresh supplies are coming in right along now. Potatoes are firmer, and higher prices are talked of among potato men. There is a noticeably better demand this week. Onions are moving freely. Canadians are down a trifle. Spanish are up to $4 for best grades, and are proving good sellers. Holly is, of course, all done now, and incidentally, there was an overwhelming demand for it at Christmas, right at the last minute. Celery continues in good demand. It is down to $3.25. Generally, dealers express themselves satisfied with the Christmas trade, though it was behind that of last year.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 50	0 60
Cauliflower, doz.	1 00	1 25
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	....
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 50	4 00
Can., 75-lb. bags	....	1 35
Green peppers, basket	....	0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25

WINNIPEG.

FRUIT.—Christmas buying is now, of course, over. This was satisfactory at

Continued on page 43.

Fish and Oysters

Smelts Are Dearer; Trade Generally Quiet

Absence of Any Fish Day This Week Again Hits Trade Hard—Oysters Slow on Account of Fewer Banquets This Year—Smelts and Tomcods Short in Montreal.

MONTREAL.

FISH.—Business was quiet this week owing to the fact that there was but one fish day, the holiday falling on a Friday. However, fish dealers are expressing satisfaction with the amount of business done during the close of the year, and it is hoped that an improvement will be shown all round in 1915. Owing to severely cold weather, it is feared that some lines of frozen fish will be short. All kinds of lake fish, according to reports, will be in large quantities. Frozen salmon and halibut will also be in ample supply to fill trade requirements. Lent being early next year, a very active trade is expected in all lines of frozen fish. So far, smelts and tomcods, which are usually in good supply at this time, are short. Trade in lobsters, oysters, and scallops should be good until January 10.

TORONTO.

FISH AND OYSTERS.—All general lines are in fair demand. Smelts are much scarcer, though, so far as smaller lines are concerned, there is a decreased demand. Extras are wanted, though. At all times these are better sellers. There is more food on them. They are a favorite with Italians. Halibut is meeting with good demand. Generally fish men seem to have been in bad luck over the holiday. New Year's Day, like Christmas, is a Friday, but Catholics are absolved from fasting, and may eat what they will. Some years when fast day has been a festival, fish day has been observed on Thursday, but even this is not the case this year. It is said that in England fish is so high just now that all fish days have been cut out for an indefinite period, which is, of course, an unwelcome hearing for fish men. Oysters are only fair. Usually there is a good demand just now because of various banquets by associations. High cost of war has precluded many of these functions this year, and oysters have little sale.

	Montreal	Toronto
SMOKED FISH.		
Haddies, per lb.	.07½	.08-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.10
Haddies, fillets, per lb.	10	.11-.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.50	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20
FROZEN FISH—SEA FISH.		
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.04½-.05	.07-.08
Steak codfish, per lb.	.05½-.06	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.12	.16-.20
DRIED AND PREPARED FISH.		
Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15
BULK OYSTERS, CLAMS, ETC.		
Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	....	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....
CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.		
Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	8 00
Live lobsters, medium and large, lb.	0 26	0 40
Live lobsters, medium and large, lb.	0 26	....
Boiled lobsters, medium and large, lb.	0 28	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....
FRESH FISH.		
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06½	0 08—0 09
Market cod, per lb.	0 06	....
FROZEN—LAKE AND RIVER.		
White fish, large, per lb.	.10	.10
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.08½-.09	.09-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.07-.06
Tom cods, new, per bbl.	2 25	....
PICKLED FISH.		
Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—The demand for various lines has continued good. Especially has there been an improvement in the call for oysters, which are being bought largely not only by city dealers, but from those throughout the country. It was feared at first that an arrangement brought about through political negotiations—an arrangement whereby wholesalers sell fish to any coming to their warehouses at wholesale prices—would have a tendency to decrease the demand for fish in retail establishments. This has not proved the case, however. The ordinary consumer does not seem to care for saving a cent a pound, but prefers to get fish through the regular channels, leaving the retailer to deal with the wholesaler. When asked what was the retailers' demand for fish, wholesalers state that it has improved, and that not three consumers have bought fish from them since the decision to sell these consumers at wholesale prices was made. There have been no changes in quotations during the week.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mulletts	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 13
Frozen salmon	....	0 11
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 00
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75

Produce and Provisions

Firmer Tone to Butter; New Laids Cheaper

Demand is Good for Butter and Prices Are Up—Some Storage is Better Than Fresh Made—Good Export Enquiry for Cheese—New Laids Are Cheaper—Storage Are Dearer, Because of Good Demand, and High Stocks—Virtually No Poultry in the Market.

MONTREAL.

PROVISIONS. — Prices asked for abattoir fresh-killed stock are the same as last week, but the market is firm, and the demand exceptionally good, owing to seasonable weather. During the holidays trade in all lines of smoked and cured meats has been good, with plentiful supplies to fill requirements. Now that the slack period has opened, it is likely that considerable cutting in prices on the part of packers will take place, signs of which were seen three weeks ago. However, early this week there was no indication of any decline, prices being practically the same as last week.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 21
Boneless	....	23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 15
Sboulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 24
Hams, roast, per lb.	....	0 28
Sboulders, boiled	....	0 25
Sboulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per	bbl.
Heavy short cut mess	....	27 00
Heavy short cut clear	....	27 00
Clear fat pork	....	29 00
Clear pork	....	26 00
Lard, Pure—		
Tierces, 350 lbs., net	....	0 12
Tubs, 50 lbs. net	....	0 12¾
Boxes, 50 lbs. net	....	0 12¼
Pails, wood, 20 lbs., gross	....	0 12½
Pails, tin, 20 lbs. gross	....	0 12
Cases, 10-lb. tins, 60 in case	....	0 12¾
Cases, 3 and 5-lb tins, 60 in case	....	0 13
Bricks, 1 lb., eacn	....	0 13¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09½
Tubs, 50 lbs., net	....	0 10
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	0 10¼
Pails, tin, 20 lbs., gross	....	0 10¼
Cases, 10-lb. tins, 60 in case	....	0 11
Cases, 3 and 5-lb. tins, 60 in case	....	0 11
Bricks, 1 lb., each	....	0 12
Hogs—		
Dressed, abattoir killed	10 50	11 00

BUTTER.—The market has a very firm tone, but no change has been made in quotations, though this is expected before long. A New York buyer was on this market a week ago buying butter for the New York market, where a scarcity of the finest lines is felt. The firmer feeling here is due to this outside demand, as well as to a good local demand. It must also be considered that receipts compared with a year ago are away down.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 23	0 25

CHEESE.—There is a strong undertone to this market owing to the limited supply available. Consequently some holders are asking higher prices. There is little left for export, and many packers are cleaned up. Higher prices are suggested.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—It is predicted that higher prices are likely to be asked for storage eggs of late, with no stock to speak of to supply the demand. Lower stocks may result in higher prices.

Eggs, case lots—		
New laids	0 50	0 55
Selects	....	0 31
No. 1s	....	0 27
Splits	....	0 20

HONEY.—Buckwheat in bulk is in good demand, but the tone of the market is quiet.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 15

POULTRY.—While turkeys in Montreal were not as scarce as in Toronto, the trade here had some difficulty in coping with the good demand which existed around Christmas, and still exists. No trouble was experienced in securing 18c-20c for fancy turkeys owing to the shortage of good quality stuff. There was plenty of ordinary stuff on the market, but the demand was chiefly for fancy. Stock had not begun to come in well early this week, and advances then were not unlikely. Geese sold fairly well, and prices were advanced slightly.

Fresh Stock—	Live.	Dressed.
Fowl	10—12	12—16
Spring chicken	9—10	12—16
Fancy, crate-fed chickens, 5 lbs.	12—15	16—20
Turkeys, fancy	15—16	18—20
Ducks	14—15	14—15
Geese	13—14	14—15

TORONTO.

PROVISIONS. — There is nothing new. Market is feeling the Christmas to New Year's slump. There was a fairly good Christmas trade, though it was not up to last year's. Bacons are moving well, and have taken the place in this connection of cooked ham, which had a good Christmas run. Wholesalers hear rumors of cheaper prices all round, but these have still to materialize.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 15½	0 16
Large, per lb.	0 15	0 15½
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 14	0 14½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 11¾
Pails	0 11½	0 12
Tins, 3 and 5 lbs., per lb	0 12¼	0 12½
Bricks, 1 lb., per lb	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¼	0 09¾
Pails, 20 lbs., per lb.	0 09½	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—Market has shown steady improvement, and is decidedly firmer. Some dealers are getting half a cent to a cent more now than they did three weeks ago. General situation is in sellers' favor. Creamery is up a cent to 32c and 33c. Separator prints show same advance to 28c and 29c. There is quite a lot of storage butter around, and some of it is better than the fresh-made. Dealers keep on harping on the wretched quality of the supposedly best butter.

Butter—		
Creamery prints, fresh made	0 30	0 32
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Market is quiet, though

there is a good firm demand, and export enquiries continue to come in offering at slightly increased prices. Dealers show no disposition to bite, however. A slight advance is looked for shortly. Stocks are light in England, and demand will improve.

Cheese—		
Old, large	0 17¾	0 18
Old, twins	0 18	0 18½
New, large	0 16¾	0 17
New, twins	0 17	0 17¼

EGGS.—New-laids are beginning to come in now, and price is down to 45c to 50c, a decline of 5c for the week. Storage eggs are firmer, and a trifle higher. There is an increasingly firm demand and stocks are said to be light. Price of storage is gradually getting higher, and that of new-laids getting lower, until the two meet. Business was generally good over the holidays.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 45	0 50
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—There really seems little use in quoting prices, because as one wholesaler put it, there is no market. "No poultry of any sort," seems to be the general cry. Prices, therefore, show a general advance. Turkey is worth 20c to 22c. Ducklings are up 2c to 3c; so are ducks; so are geese. There is very little live stuff now, anyway, and what there is doesn't appear. The after Christmas slump on prices of turkey so far has not come to anything, but then while prices are high, there are, as we have said, hardly any birds. The loosening up of the weather ought to help some, and incidentally prove whether there is anything in what the farmer pleads as an excuse for not getting his turkeys in at Christmas—the bad roads.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 16—0 18
Turkeys, fancy	——	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 17
Ducks	0 12—0 13	0 12—0 15
Geese	0 12—0 13	0 15—0 16

WINNIPEG.

PRODUCE.—There has been a steady business during the week, but no movement of importance as regards price has been noted. Pork continues firm, but as yet there has been no changes here, nor is an upward movement immediately expected.

Cured Meats—		
Hams, per lb.		0 20
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		23 00
Lard—		
Tierces		0 11
Tubs, 60s		6 75
Pails, 20s		2 32½
Cases, 5s		7 12½
Cases, 3s		7 20

BUTTER.—This market also is firm. The demand continues good, and supplies are somewhat reduced.

Butter—		
Creamery, Manitoba		0 30
Dairy		0 25
Cooking	0 19	0 21

CHEESE.—This market is a little quieter than a week ago, and no changes in price are looked for immediately.

Cheese—		
New, large		0 16¾
New, twins		0 17¼

EGGS.—Though the exporting from the West has not been very heavy, it has had some effect on the local market, and eggs are considerably firmer. In view of the large supplies to the South, however, changes in priee do not seem imminent.

Eggs—		
Extra firsts		0 28
Checks	0 17	0 18
Extra, in cartons		0 30

POULTRY.—The low prices being asked have stimulated buying, and it seems now that no great stocks will be carried over. Little stock has come in this week, but owing to the heavier earlier shipment there is a quite sufficient supply on hand.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

FRUIT AND VEGETABLES.

Continued from page 42

the last, and the demand from the retailer was generally good, so that there is still a necessity for his re-ordering to keep up his stock for New Year. No price changes were quoted.

Apples—		
Washington		1 25
Apples, bbls.	3 75	4 00
B. C. box apples		1 50
Cranberries, bbl.		7 50
Bananas, lb.		0 04½
Grapes—		
Almeria, keg		7 00
Grape fruit		3 50
Lemons—		
California		5 50
Oranges, California Navels	3 00	3 50
Japanese, box		0 60
Pears	2 00	3 00

VEGETABLES.—The Christmas season saw a heavy demand for sueh lines as lettuce and tomatoes. As far as prices are concerned, the market is quiet.

Celery, California		6 00
Cabbages, per lb.		0 01¼
Cauliflower, per doz.		1 75
Head lettuce, California, per doz.		1 00
Leaf lettuce, doz.	0 45	0 60
Onions—		
California, 100-lb. sacka		1 75
Valencia, per case		4 50
Parsley, per doz. bunches		0 40
Tomatoes, California, per case		2 00
Honey, comb, per case (24 sections)		5 50

Travelers Give Fine Donation

Ten Thousand Dollars Presented to Patriotic Funds at Annual Meeting — Number of the Association Members on Firing Line—The New Officers.

TORONTO, Dec. 31.—That the commercial travelers are patriotic men is shown by the liberal donation made at their annual meeting here last Saturday to the Patriotic Funds. At that meeting the Commercial Travelers' Association of Canada endorsed three cash contributions, totaling $10,000, to Canadian Patriotic Funds. The amount was distributed as follows: Red Cross Association, $5,000; Belgian Refugees' Fund, $3,000, and Canadian Patriotic Fund, $2,000.

The gift to the Red Cross Fund is to be utilized towards placing cots in a large emergency hospital in London, which is being fitted out near the Waterloo Station for the wounded soldiers brought back from the scenes of war. There will be 1,460 cots in this temporary hospital.

The meeting also sanctioned a resolution instructing the board of directors to keep in good standing for the approaehing year all the Canadian travelers who have volunteered for service at the front, and who are members of the mortuary benefit fund. There are forty travelers in the first Canadian contingent at Salisbury Plain, and it is expected that a large number will enlist in the second Canadian eontingent. It was also announced that travelers attached to the first contingent had been remembered by the association on Christmas Day, each member getting a leather belt and a handsome cash contribution.

All the reports presented dealing with the general business of the organization for the past year were of a most encouraging charaeter, particularly that of the treasurer, E. Fielding, who announced that a considerable amount of money had been added to the reserve fund. Mr. Fielding pointed out that this had been made possible owing to the very light death rate during the year. He announced that the permanent reserve fund has passed the $1,000,000 mark.

A report was submitted by a eommittee appointed two years ago to investigate whether or not it would be necessary to revise the by-laws of the mortuary benefit fund. The committee decided that there was no necessity of making any change at the present time.

The following officers were elected for the ensuing year:—President, J. G. King (acel.); vice-presidents, Alexander Cook and C. J. Tughill; treasurer, E. Fielding; directors: Kingston, W. H. Graham and John Wright; Montreal, George Dawne; Guelph, G. H. Gemmell; Brockville, George E. Jener.

Flour and Cereals

Revival in Exports; General Advance Impending

Prices All Round Are Firmer, and Will Go Higher Very Shortly — Ontario Winter Wheat for Export, Particularly to Scottish Ports, is a Feature—Canadian Millers Getting Best of it Just Now—American Ports Glutted.

MONTREAL.

FLOUR.—Prices here are said to be too low compared with those in Ontario, and millers declare that the longer retailers wait, the more they will have to pay later on. Advices all state that prices will be higher, but nobody seems disposed to buy, having fairly good stocks. Dealers bought so much in September, believing they would get no flour, whereas it can be bought a dollar cheaper to-day. Brokers here state they cannot bring Ontario flour in here and sell it profitably at prevailing prices. A miller, who last week offered 90 per cents for $4.90, was early this week asking $5.10. The strong wheat markets at American and Canadian centres have had a decided improvement in the demand from foreign buyers for spring wheat flour, but scarcity of ocean freight space is holding business back.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 00	6 25
90 per cent., in wood	6 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—This market is without any remarkable feature, prices being steady with moderate demand. The improvement in the oat market during the past two weeks has had a beneficial effect on the market for rolled oats.

Cornmeal—	Per 96-lb. sack.	
Gold dust	2 20	2 25
Unbolted	2 05	2 15
Rolled Oats—	90's in jute.	
Small lots	3 10	....
25 bags or more	3 07½	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	3 50
Hominy, per 98-lb. sack	2 75

FEEDS.—The tone of this market continues very firm, with a fair demand. However, there is little disposition to buy in car lots, as the dealer considers the price too high. Usually business around New Year is dull, dealers waiting until January to see what develops. Millers state they can afford to wait. Bran brings $25, shorts $27, and middlings $30. A good trade continues in Moulee, and the market is active and firm. Oats are much dearer in Ontario than in Quebec, where the crop was unusually good.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	31 00
Wheat moulee	33 00
Feed flour	40 00
Mixed chop, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	38 00
Barley chop, ton	36 00
Feed oats, cleaned, Manitoba, bush..	0 68

TORONTO.

FLOUR.—While the general atmosphere of the flour market is that of the usual year-end, prices are a good deal firmer, and advances are looked for at any moment. Indeed, it is hard to say why prices have not already appreciated. Wheat quotations are up, and flour ought to be up 40 cents a barrel, according to millers. However, it may materialize later. Flour men report a very considerable export trade, as a welcome change from the last three or four months, particularly from Scottish ports. This is for Ontario winter wheat chiefly. Flour was quoted a day or two ago at 34/6 net, Glasgow. But the Ontario farmer is slow with his wheat, and there are less and less offerings. Just now British buyers are favoring this market rather than the States, because they will get their stuff sooner and as cheaply from Halifax as the ports over the line.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Market is distinctly firmer. Lower provinces record advance of 10 cents in most grain lines, but this is not general so far as Ontario and West are concerned. Prices remain stationary, but here, as in flour market, an advance is impending, and may be registered at any moment. There is a good steady demand in all lines. Peas, despite their high price, command good trade.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—Prices are very firm and remain good. In bran, shorts and middlings demand is particularly brisk, though there is little doing in oats at present. Reports from East indicate good demand there for feeding lines, and it is said that oats will advance 5 cents a barrel. One or two men are already getting higher prices, though market is not officially higher.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 50	0 51
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREAL.—A quiet tone to the market is noted. It seems quite likely, however, that this quietness will result in heavy ordering when the new year opens. The demand for rolled oats and all cereals continues large.

Manitoba Wheat Flour—	Per bbl.	
First patents	....	6 40
Second patents	....	5 80
Strong bakers'	....	5 10
Cereals—		
Rolled oats, per 80 lbs.	....	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 80

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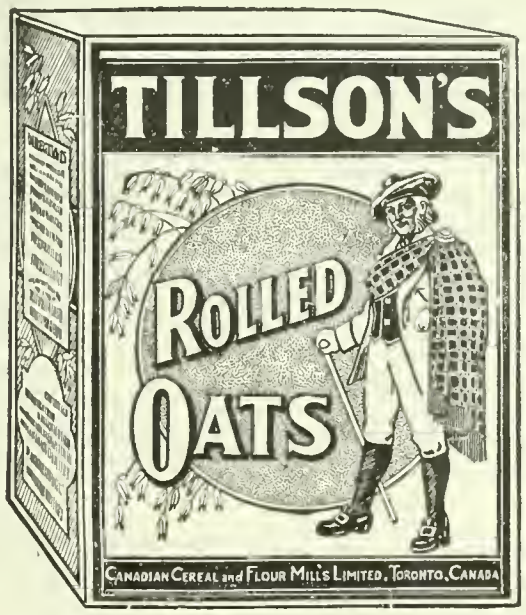

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Encourage Home Industry by pushing Hirondelle and L'Etoile Macaroni. Ask your jobber.

C. H. Catelli, Limited
Montreal

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots. Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each conpon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade	
Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.	
Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

You wouldn't send a regiment against a whole army——

and yet you expect a mere handful of salesmen to eover —efficiently—the trade in the vast, growing, prosperous West. And eover it also against numerous groups of competing salesmen.

Put it up to the Nicholson & Bain organization with its intimate knowledge of the whole Western field, its extensive staff of efficient salesmen, its inimitable eonneetion with the Western grocery trade? These firms, and many others, are seeuring mighty big returns from the Western field—and at trifling cost. You too could easily seeure the same. provided your product does not eonfliet with lines carried already. Particulars and terms will be gladly sent without obligation. Write to-day.

NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND BROKERS

Head Office:—Winnipeg, Man. Branches:—Regina, Saskatoon, Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits.* They are *known* for *quality,* and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.

AGENTS:

Wm. H. Dunn Limited
Montreal

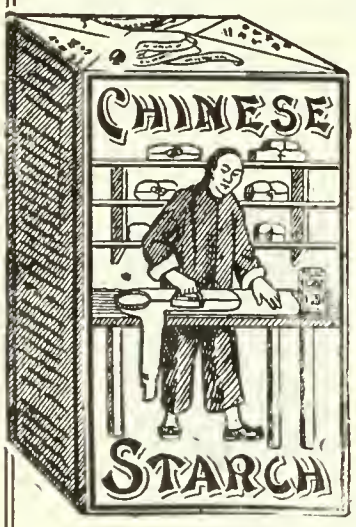
Dunn-Hortop Limited
Toronto

Hamblin & Brereton, Ltd.
Winnipeg and Vancouver, B.C.

T. A. MacNab & Co.
St. John's Newfoundland

CARR & CO. CARLISLE ENGLAND

Better Dealer Service



The greatly increased demand for

CHINESE STARCH

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insures a neater package.

Chinese Starch fits in with the

"Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

OCEAN MILLS, Montreal

Order from any Wholesale Grocer

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

Your customers will be pleased and will come back for more if you make it a point to recommend

ROYAL BAKING POWDER

An article that sells steadily, pays good profits and repeats with regularity is the article for you to make a leader.

Royal Baking Powder is easy to sell and when sold you have positively pleased the purchaser, who will in turn recommend it to others. Don't forget that the ultimate profit on **Royal Baking Powder** is greater than you could make on any other baking powder.

ROYAL BAKING POWDER COMPANY, NEW YORK

To Our Friends and Patrons

The Thousands old and new—

Who out of the goodness of their hearts and the fulness of their means have so liberally patronized us.

GREETING

May the Coming Year bless you and yours with a bountiful measure of HAPPINESS and PROSPERITY.

For your valued and loyal support, for the privilege of enjoying your patronage, WE THANK YOU.

May we merit a continuance of these cordial relations and share with you the dawning prosperity of 1915.

THE MONTREAL BISCUIT COMPANY
Manufacturers
Biscuits and Confectionery
MONTREAL

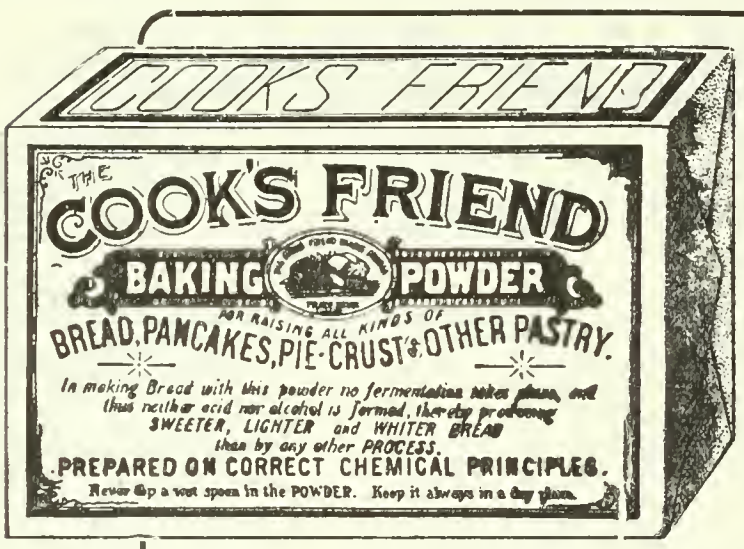
Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON


COOK'S FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

Quality that brings New Trade

is worth pushing aggressively, and a sale of Cook's Friend Baking Powder has always meant continued business. Better and lighter bread, cakes and pastry, and better satisfied customers cannot be secured than with Cook's Friend Baking Powder. Feature it in your windows to-day.

W. D. McLAREN LIMITED
Montreal

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durbam, 4-lb. jar	0 87
Durbam, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straigbt.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Raspberry, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peacb, contains 2 doz	1 80

Weight, 8 lbs. to case, Freigbt rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Ricbards' Quick Naptba Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 eacb with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 wbite or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 wbite	.06¾
200 lbs., bbls., No. 1 wbite	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starcb	.06½
(120-lb. boxes ¼c bigber.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starcb—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality Wbite Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily Wbite Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starcb—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starcb—	
Boxes containing 45 cartons, per case	3 60
Culinary Starcbes—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.

Are You One of the Capable Men of Your Locality?

Does your present income permit you to enjoy all the every-day luxuries, an occasional vacation trip, a new watch, bicycle, or possibly an extra fall suit?

We are anxious to appoint a capable man in your district to represent MacLean's and The Farmer's Magazine.

In all parts of the country hundreds of energetic men are representing our publications, supplementing limited home incomes, or, in other cases, making this work their only vocation. Some of them earn more than managers of leading concerns.

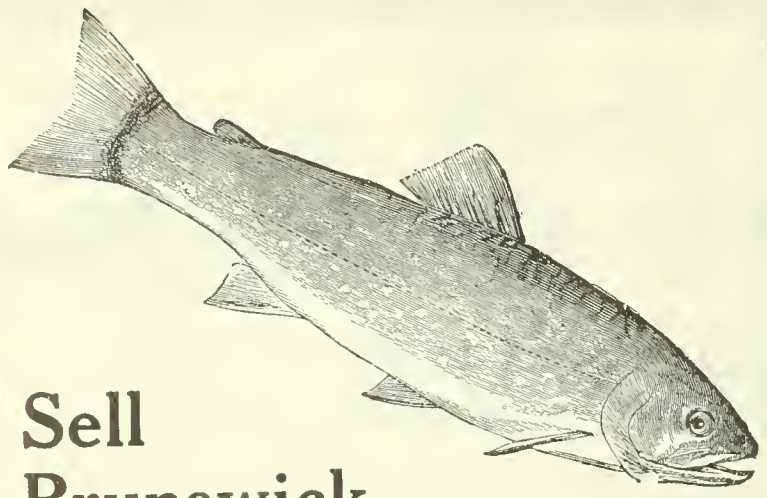
The work is enjoyable, keeping you out of doors and in touch with the activities of the community. You will not be a canvasser, for as a representative of MacLean's or Farmer's Magazine you will be received as one of the successful, capable men of the community. Consequently your success is assured from the very start.

On each order, new or renewal, you will receive a definite commission, so that your salary will be gauged entirely by your efforts. No previous business experience is necessary. We coach you and co-operate with you at all times. If you will write us to-day, we will gladly tell you further about the work.

Do not delay Writing

The MacLean Publishing Company, Limited

143-153 UNIVERSITY AVE. **TORONTO, CANADA**



Sell Brunswick Brand Sea Foods for Profit and Reputation

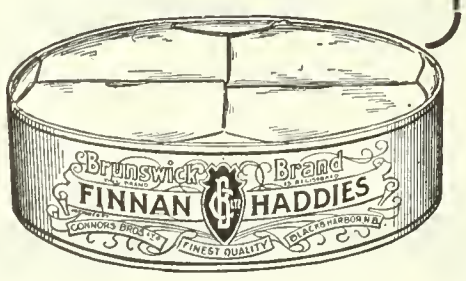
They will win for you a larger and more profitable fish trade. The high quality and moderate price of "**Brunswick Brand**" **Sea Foods** has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

Connors Bros., Limited
Black's Harbor, N.B.



OCEAN MILLS, MONTREAL.

Cbinese starcb, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starcb, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starcb, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Wasbing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (Frencb Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES
"THISTLE" BRAND.
A. P. TIPPET & CO., Agents.

Cases, 4 doz. eacb, flats, per case	$5 40
Cases, 4 doz. eacb, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatcbewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ⅛s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ⅛s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to cbange without notice.

MINTO BROS., Limited.
Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.,	1 15

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, tbick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, tbin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Sbamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UPTON'S
White Clover Honey

The government report just issued gives it the highest standard of purity.

Order from your jobber or write us for price list

The T. Upton Co., Limited
ST. CATHARINES

Factories at Hamilton and St. Catharines

"Golden Orange"
BRAND
CALIFORNIA NAVELS

Are now arriving at regular intervals. The quality, this year, is right up to the usual high standard. Commence the New Year by specializing on this brand. Our Orange trade has increased beyond our fondest hopes, and we attribute a great deal of this increase to the uniformly high quality of "Golden Orange" pack.

It has done this for us. Let it do the same for you. Order to-day.

THE HOUSE OF QUALITY

Hugh Walker & Son
Established 1861
Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality
to introduce our
CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg.	- -	$4.50
" 2	"	4	"	- -	4.00
" 3	"	4	"	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE

THE MERITOL CHEMICAL CO.

725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.

105 Hudson St. New York City

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada

TORONTO

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot he acknowledged.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS A R E WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send description and price. C. C. Shepard, Minneapolis, Minn.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

TRAVELLER CALLING ON THE GENeral trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1692, Saskatoon, Sask.

AGENCIES WANTED

WANTED—AGENCIES FOR PROVINCE OF Prince Edward Island on a commission basis for any special or good general lines handled by the drug or grocery business. Firm has good connection with local trade and already represents several manufacturers. Special facilities for advertising or distributing samples if required. Write P. E. Island Agency, Box 265, Charlottetown, P.E.I.

FOR SALE

McCASKEY ACCOUNT REGISTER—GOOD AS new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could he turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

STORE TO RENT OR LEASE—TWOstorey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Percee, Sask.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover $15,000 yearly. Sound business; $10,000 will handle; $3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

The

CONDENSED AD.

PAGE

WILL INTEREST YOU

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto

"The Canadian Newspaper for Investors"

OAKEY'S KNIFE WELLINGTON POLISH

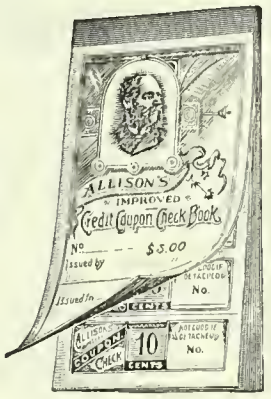
JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

A want ad. in this paper will bring replies from all parts of Canada.

The Condensed Ads. in this Paper will bring good results

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a

Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited
Woodstock - Ontario

ROWAT'S FAVOR LIES IN THEIR FLAVOR

For Rowat's show how good pickles really ought to taste. More and more are being used in Canada all the time. Grocers find it pays handsomely to push *Rowat's Superior Pickles.*

ROWAT & CO.
Glasgow - Scotland
CANADIAN DISTRIBUTORS
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

The most welcome news to your competitor is the report which tells him you have stopped advertising. He sees in your retrenchment his opportunity.

Country Pork Sausage

Made from absolutely nothing but Pure Pork Meat.

Average amount made daily is over 1,000 pounds.

Its looks make the sales, and its taste brings the repeat orders.

Try a shipment of pure Sausages and boost your Provision Dept. sales.

"Twelve Varieties."

J. M. SCHNEIDER & SONS
LIMITED
Berlin, Ontario

Apples

We will pack

10,000

barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

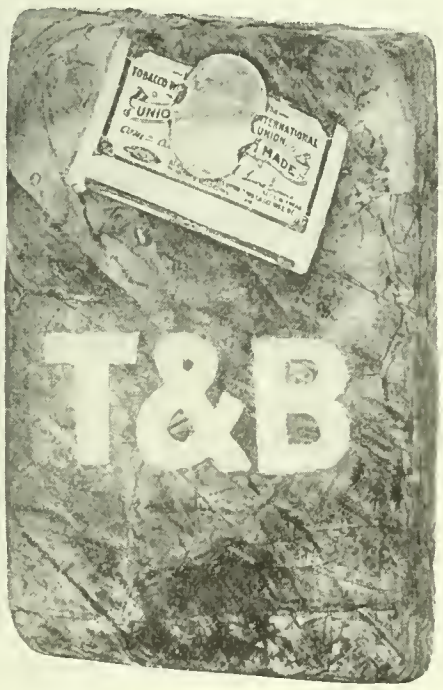
LEMON BROS.
Owen Sound, Ontario

Compliments of the Season

from

Franc Tracuzzi
Packer, Messina

J. J. McCABE
Agent
Toronto



Mr. Retailer:

Have you calculated the profit you make when selling

TUCKETT'S T & B 10c. PLUG ?

Tuckett Ltd., - Hamilton

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

Should not the process of familia rizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

The persistent advertiser will kee p in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his p restige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

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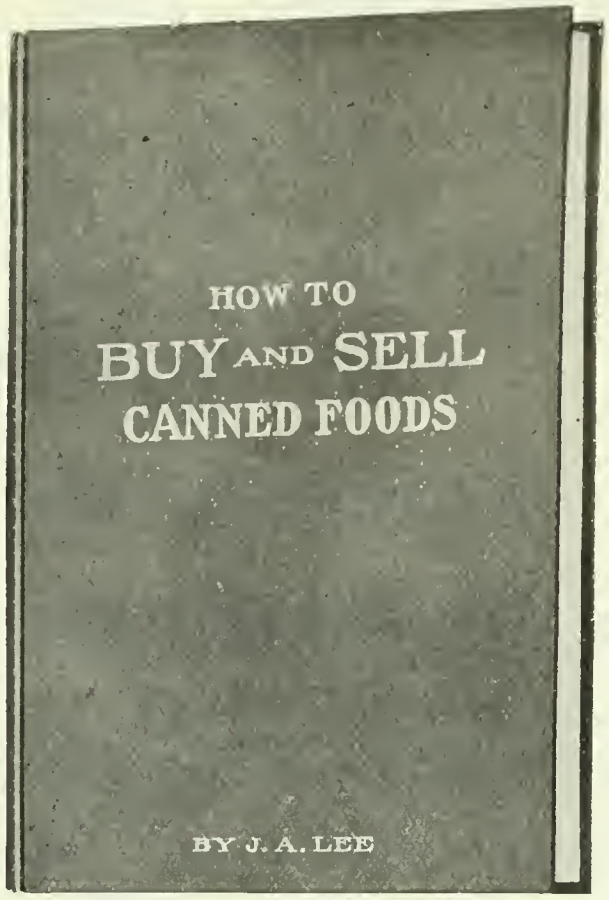

A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The McLean Publishing Company, Ltd.

Book Department
143-153 University Ave. TORONTO

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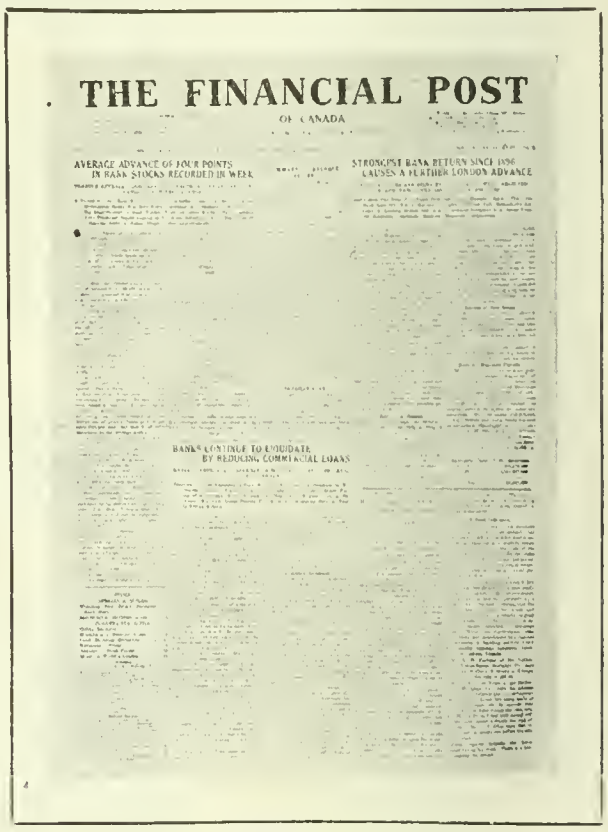
The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.


THE FINANCIAL POST
OF CANADA

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK RETURN SINCE 1906 CAUSES A FEATHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

Annual Subscription $3.00 the year

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter my/our subscription to The Financial Post at the rate of one dollar for four months.

Name .....

Street or
Box No. .....

City .....

WHY NOT HAVE THE FACTS?
C. G.

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET

The Financial Post

of Canada

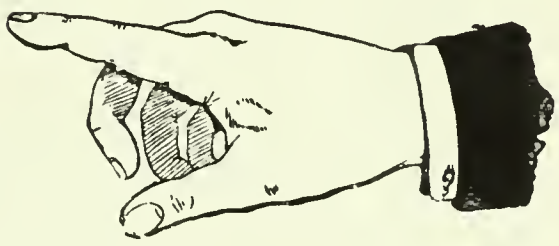
serve you at least during the next four months.
Write for a free sample copy or

Sign the attached Coupon and return

to us with one dollar for four months, or if more convenient pay on receipt of bill.

Cowan's Perfection COCOA

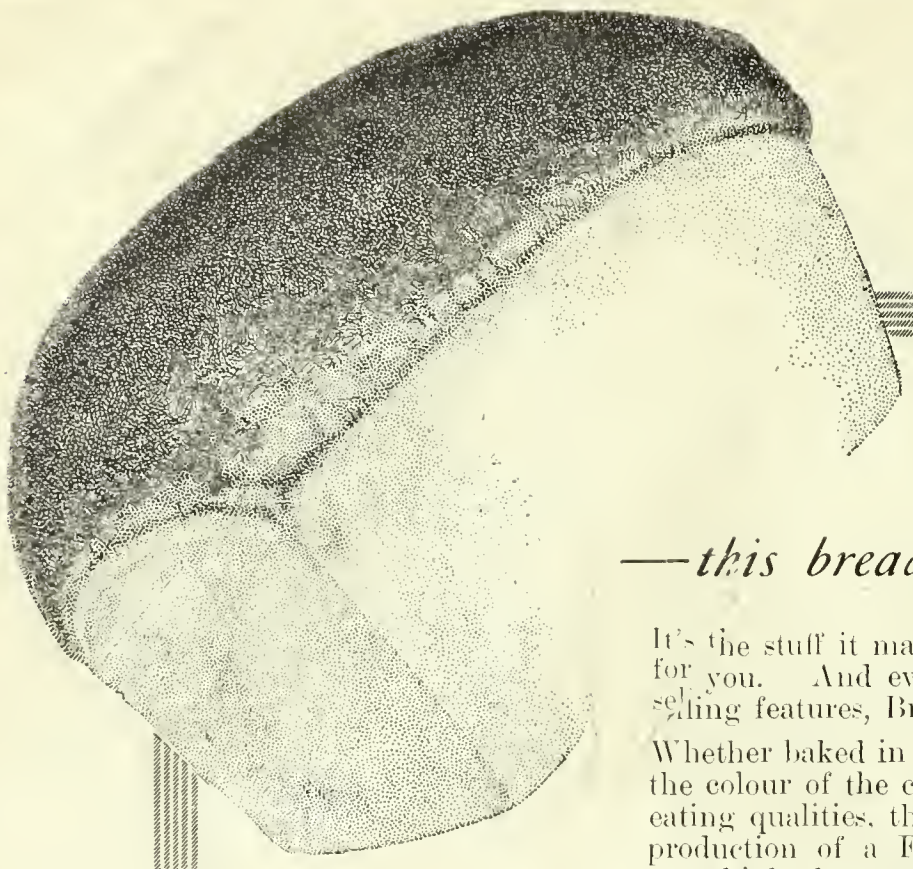
We Introduce It
You Display It
It Sells Itself



The accompanying advertisement illustrates how we introduce Canada's leading beverage to the people. This and other Cowan advertisements go into every Canadian home and pave the way for a big Cocoa business for you.

The Cowan Co., Limited

Toronto, Canada



—*this bread sells your flour*

It's the stuff it makes that sells FIVE ROSES for you. And every meal supplies you more selling features, Brother Grocer.

Whether baked in a round pan or a square tin, the colour of the crust and crumb, the general eating qualities, the nutrition, the economy in production of a FIVE ROSES loaf have set very high the standard of comparison.

Sell the flour that scores the highest at every point—sell

FIVE ROSES

Not Bleached **FLOUR** *Not Blended*

The Christmas season is a great big selling opportunity. The Christmas dinner comes but once a year; it demands the very best breadstuffs in the world. The home baker's every baking instinct is alert for commendation.

Don't merely *wish* your customers a Merry Xmas and a Happy New Year —make dead sure of it by selling the one flour that guarantees Christmas quality at *every* dinner in the New Year.

LOOK at the loaf shown above—a reduced reproduction of an actual FIVE ROSES loaf of bread, baked not by an expert, but by a plain, everyday housewife. In the famous FIVE ROSES Cook Book, 28 full pages are devoted to the baking of breadstuffs alone, showing real photographs in colour of the good things that your own customers can make. No other miller has given such thought and money to simplify the salesmanship of his retailers.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

Toronto, Ottawa — "The House of Character" — London, St. John

Winnipeg, Vancouver — Daily Capacity 12,000 bbls. — Keewatin, Medicine Hat

MONTREAL

FEATURING:—NO WAR TAX ON TEA WANTED

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

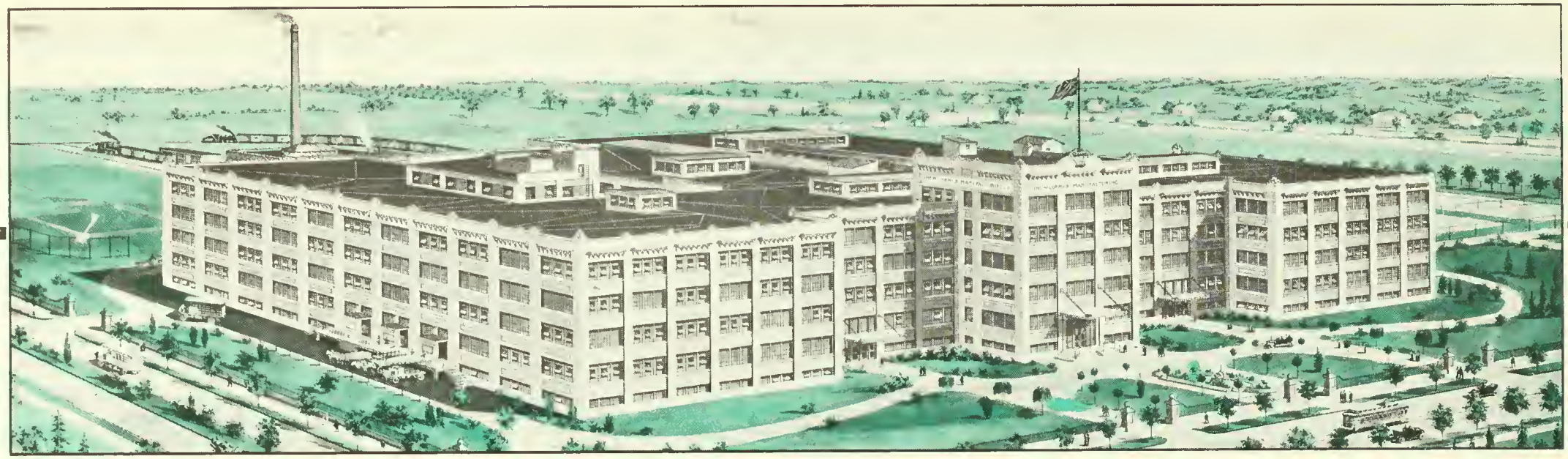
Vol. XXIX PUBLICATION OFFICE: TORONTO, JANUARY 8, 1915 No. 2

RETAIL DISPLAY

The Best Consumer Advertising

The modern grocery department of a general store in a typical Western Canadian town, that of Andrew Schaab, Wilkie, Saskatchewan

What bill-board, street car or newspaper advertising can compare in effectiveness with your actual goods attractively presented to the consumer in the retail store by intelligent and progressive grocers? The manufacturer who secures the active co-operation of the retailer has his distribution problems solved.



McCORMICK'S

New, Snow-White, Sunshine Biscuit and Candy Factory at London, Ont.

HERE is a view of the largest, most modern and most sanitary factory of its kind in America,—the great new plant of McCormick's, London, Ont.

Every foot of its eight acres of floor space is flooded with sunlight. Electricity runs the whole factory. White is the color inside and out—in keeping with the purity of the products made.

With every possible facility and an efficient staff of loyal, contented employees, we will be able to deliver to your store better goods than ever, pure food products in every way worthy of America's premier biscuit and candy plant.

THE McCORMICK MFG. CO., LIMITED
London, Canada

Branches: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N.B., Port Arthur

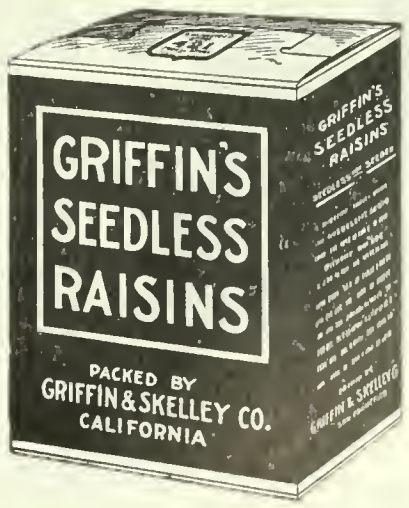
The Choicest California Produces

Once a customer tries Griffin & Skelley's Brand her purchases of seeded or seedless Raisins become a fixed habit. And so, once you push this favorite brand consistently sales become a definite factor — increasing every day.

California produces nothing better than the choice, fresh, full-flavored Griffin & Skelley Brands. Cash in on the favor they secured during the Christmas season by getting up an effective display to-day.

Arthur P. Tippet & Co.

AGENTS MONTREAL

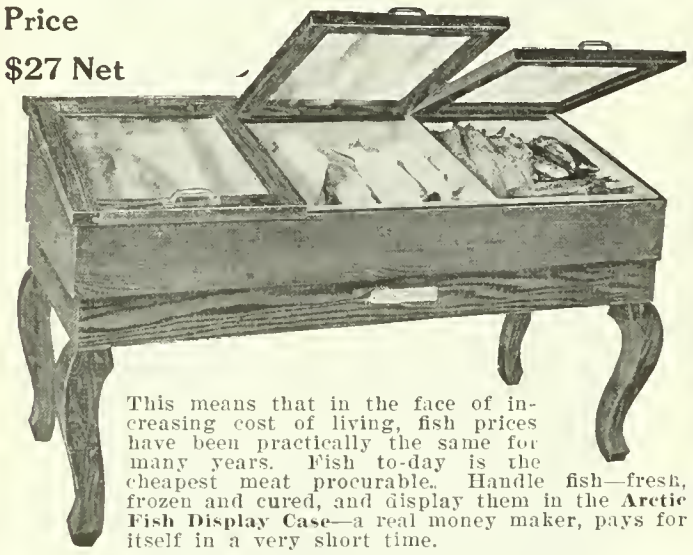


ARCTIC

The Dominion Government, in encouraging the use of Fish in Canada last year, paid $81,632 express charges.

Price

$27 Net



This means that in the face of increasing cost of living, fish prices have been practically the same for many years. Fish to-day is the cheapest meat procurable. Handle fish—fresh, frozen and cured, and display them in the **Arctic Fish Display Case**—a real money maker, pays for itself in a very short time.

Order one to-day.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

HERE ARE A FEW OF

McVitie & Price's

BISCUITS

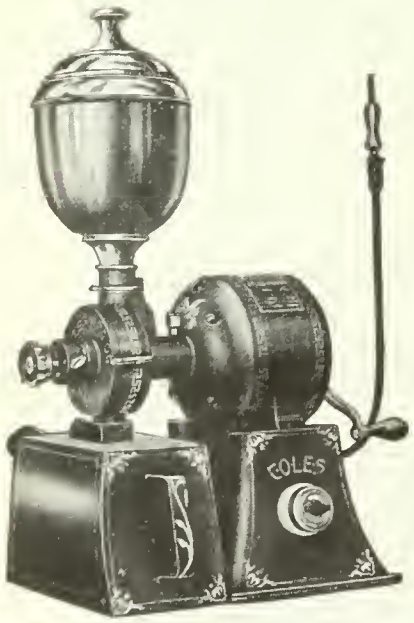
established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

The Quickness—

with which Wonderful Soap thoroughly cleanses the most delicate fabrics reacts unmistakably on its sales. For years it has meant quick turnovers and good profits to grocers who push it consistently. Make up your window display of Wonderful Soap to-day.

Guelph Soap Co.

Guelph, Ont.

Just try one of the delicious

E.D.S.
Jams or Jellies

on your own table, catch its subtle flavor, its gratifying goodness.

The unbounded enthusiasm it is sure to create will tell favorably in your sales for all time.

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

Here's Real Achievement

The perfect production of milk products for over 57 years has made

Borden's

famous the world over—a name inseparable from "Milk products of purest quality." The Borden Lines are more satisfactory to the housewife for so many purposes, it will pay you handsomely to give them prominence in your window displays. Be sure your stock is kept complete.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

BORDEN MILK Co. LIMITED
"EAGLE BRAND"
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Peek Frean's Motto:

BISCUITS and BUSINESS AS USUAL

Send for new Price List and New Biscuits

AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA, MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg; ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN CANADA—Frank L. Benedict & Co., Read Building, Montreal.

PEEK FREAN & CO., Limited

London, England

If you are now a distributor of

CHASE & SANBORN'S

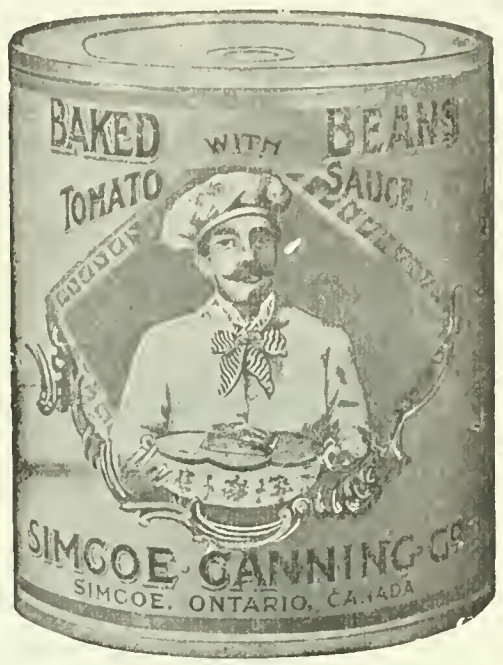
High-Grade Coffees

you know the satisfaction they give; if you are not, you can't learn too soon.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

Stocks speedily reduced, grocers incessantly re-ordering, and each new reorder increasing in size.



— that's the result of featuring the standard of quality and deliciousness—

Simcoe Baked Beans

They make excellent selling by the case.

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

Perfect Seal Fruit Jars

"Made in Canada"

The most popular fruit jar on the market—a fast seller with a good profit.

The "Perfect Seal" is a strong, square jar of clear white glass—practical and attractive.

Guaranteed in every respect.

Order from your wholesaler.
Specify "Perfect Seal."

Prices for early Shipment:

Wine Measure.

Pints . .	$ 7.00
Quarts . .	7.50
½ Gallon .	10.75

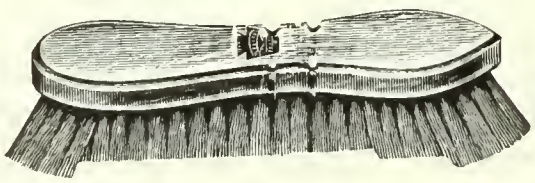
per gross.

Terms net. F.O.B. Toronto, Wallaceburg and Montreal

Dominion Glass Company, Ltd.

Manufacturers

Montreal Toronto Hamilton Wallaceburg Redcliffe



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company

Limited

PORT ELGIN, ONTARIO

THE WAR AGAINST DUST

IN all the leading magazines we are telling the Canadian housewives everywhere that

IOCO LIQUID GLOSS

makes dusting easier, and cleans cleaner.

Ioco Liquid Gloss keeps the dust down, feeds the varnish, and leaves a clean, highly polished surface. It makes housecleaning twice as easy and twice as effective.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five-gallon lithographed tins; also in barrels and half barrels. Prices on request.

MADE IN CANADA

THE IMPERIAL OIL COMPANY, LIMITED

Toronto
Ottawa
Halifax
Montreal
Quebec
St. John

Winnipeg
Calgary
Regina
Vancouver
Edmonton
Saskatoon

BEWARE
of misleading labels

By handling "PURE GOLD" Spices, Extracts, Jelly Powder, and other lines of PURE GOLD BRAND the Grocer not only enhances his business reputation, but receives absolute protection against infringement of The Pure Food Law.

"PURE GOLD" goods are guaranteed free from adulteration of any nature.

"The memory of quality lingers when prices are forgotten."

Pure Gold Manufacturing Co.
TORONTO

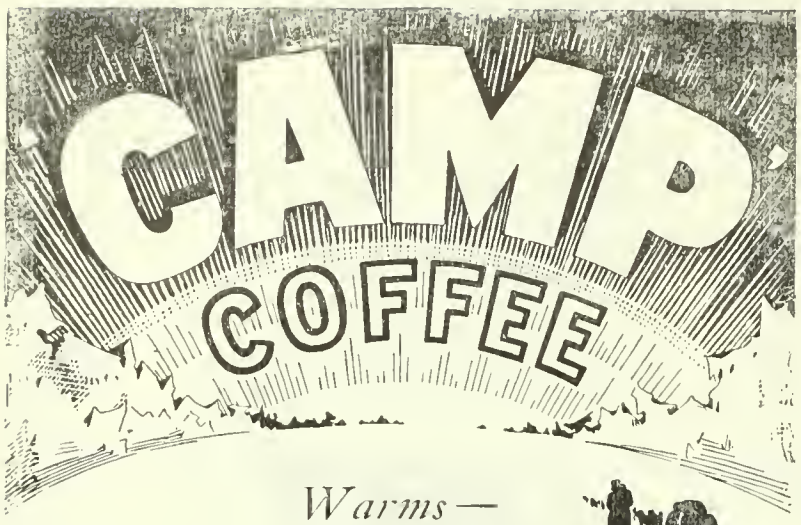
Watch for the New Complete Price List of

Sterling BRAND

Lines

It comes out early in January, listing the whole of the "Sterling" Quality Lines, including the new Mustard Creams and Relishes. Virtually a complete guide to the best sales-producing pickles and relishes offered the Canadian trade. If your copy is delayed be sure to write and let us know.

T. A. Lytle Co., Limited
Sterling Road -:- TORONTO



Warms—
Refreshes—
Invigorates

Easiest to make of all Coffees — most delightful of all when made. That's why so many specify—

'CAMP' COFFEE

Replenish your stock, or get it into stock to-day.

R. Paterson & Sons, Coffee Specialists, Glasgow.

ROCK CITY LINES

are your safest and surest trade winners for 1915. No grocer has yet pushed the Rock City Lines without unusual success. Replenish your supply to-day.

MASTER MASON
ROSE QUESNEL
KING GEORGE

Order now

Rock City Tobacco Co.
LIMITED
Quebec, Que.

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

COW BRAND BAKING SODA has been for years a "staple" with almost every grocer who carries high-class goods. Careful cooks insist on this famous, well-proven soda—Cow Brand. It puts the baking at its very best, gives full satisfaction to customer and dealer.

The demand is steadily growing. Are you supplying the demand?

Church & Dwight
LIMITED
Manufacturers
MONTREAL

How easy it is for a customer to change her grocer when you don't have

GIPSY
Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED
VANCOUVER, B.C.

"Yes, Ma'am
WINDSOR
is the best
Table Salt
we handle
Made in Canada

Cleave's
CELEBRATED
DEVONSHIRE CREAM
Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO Mason's Ltd., 25 Melinda St
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Here's Your Ultimate Closure—Anchor Caps

No manufacturer ever yet maintained the high popularity of his product when once its safety was doubted. Nothing forces back the tide of regular sales more quickly than poor keeping quality. So well have Anchor Caps won the unquestioned trust and confidence of users and dealers, Anchor Cap products invariably have the preference. Ultimately you will need Anchor Caps for your products to add "safety" to their "prestige." In the meantime other manufacturers will be laying the foundation of extensive sales among your own clientele with Anchor Caps. Wouldn't it be "good business" to write for the catalogue *to-day*—and decide *which style* is best suited to your product? Write NOW.

Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. West, Foot of Dovercourt Road, TORONTO, CANADA

We Can Supplant German and Austrian Woodenware Specialties

if we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.
F. M. Baker, 27½ Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St., Ottawa,
W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

Make Every New Avenue COUNT

Make every new avenue of trade count for better profits during 1915. In the line of cigars you can do no better than push aggressively the most popular blend among Canadian smokers—7-20-4 **CIGARS.** Men who smoke 7-20-4 Cigars usually find smoking a harmless habit—but an irresistible one. Push 7-20-4 now.

Sherbrooke Cigar Co., Limited
SHERBROOKE, P. Q.

MADE IN CANADA

CLARK'S Peanut Butter

in ¼, ½, and 1 sizes, also in 24 lb. pails.

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST REMI

The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

GET PRICES FROM YOUR JOBBER OR WRITE US.

W. CLARK, LIMITED, - MONTREAL

Tartan BRAND

THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 4656, 748 ; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

SYMINGTON'S

(Regd. Trade Mark.)

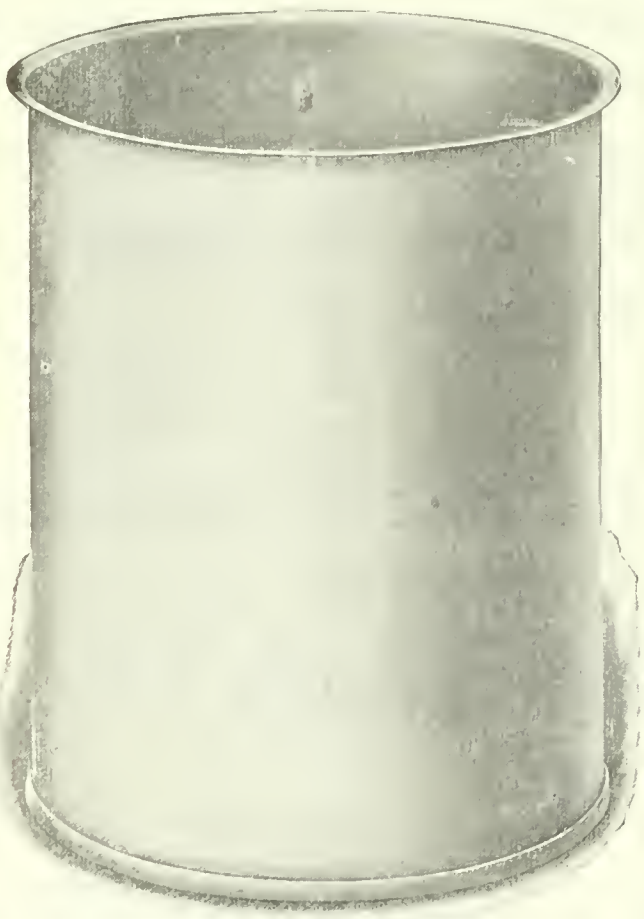
COFFEE ESSENCE

PEEDS ALES

Brings delight to the busy housewife. So quickly and easily prepared, so delicious—One bottle makes 40 cups. A splendid seller and profit-maker. Your wholesaler can supply you.

Thos. Symington & Co., London and Edinburgh

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

1915

The practice of handling only the best quality saves the merchant both trouble and worry and it holds trade.

St. Lawrence Granulated

is the best sugar made in Canada.

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario

A store convenience — costs little — gives big service

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

TEA

Are you buying to the best advantage? If not, start the new year right and send your enquiries to the old established house. Samples and quotations cheerfully given.

Jno. Duncan & Co.

Established 1866 **MONTREAL**

RETAILERS!! You will find

That the result of the new Maple Law **now in effect** will be a great increase in the consumption of Maple Syrup and Sugar. This means more business for you. Pure Maple will have unprecedented popularity.
You are absolutely secure against the penalty of the law and will give your customers the best satisfaction by selling

"PRIDE OF CANADA"

(The Virgin Syrup Never Adulterated)

It has always been absolutely pure and up to Government standard. We guarantee and stand behind every ounce. Get in touch with us.

Maple Tree Producers' Assoc., Limited, Wellington St., Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

In our Classified Columns on page 59, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references)
Martin M. Walsh
Care Canadian Grocer

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker
and
Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

Central Saskatchewan
ALFRED TAYLOR, Manufacturers' Agent
259 Second Ave. S., Saskatoon
I am open for one or two additional agencies in 1915! What have you? Sugars, Jams, Tea (expert) preferred. Formerly representing A. Macdonald Co., Limited; Glebe Sugar Refining Co., Limited; Halton's, Limited; Pembina Coal Co., Limited. Headquarters and Storage, Saskatoon, Sask.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
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Manufacturers' Agents and Commission Brokers.
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ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

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Commission Broker
Flour, Feed, Grains, Potatoes.
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Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

This Answers Your Gift Problem

Whether you are selecting a holiday gift or a birthday gift you aim to pick something appropriate and which will be appreciated. It is not easy to do so. Subscriptions to magazines always prove appropriate gifts. And besides, it saves you the worries of shopping.

Gift 1.

A year's subscription to MacLean's Magazine is a most suitable gift for any man, business or professional, for the mother, the son or daughter, or the whole family.

Gift 2.

A year's subscription for The Farmer's Magazine will prove a very appropriate gift for anyone connected with agriculture, from the woman with the little flower garden to the big farmer, or your parents or family on the old homestead.

No other gift will be more welcome than a year's subscription to either of the above magazines. The monthly arrival of the magazine will prove a pleasant reminder of the donor's thoughtfulness.

The MacLean Publishing Company, Limited

143-153 University Avenue -:- TORONTO, ONTARIO

Fill in the enclosed form and mail it to us; a beautiful card in colors will be sent, along with first number announcing the donor of the gift.

The price of single subscriptions is $2 per year. Three subscriptions for $5

Don't overlook mailing the form to us at once.

The MacLean Publishing Co., Ltd.,
143-153 University Ave.,
Toronto.

Please send a copy of the magazine stated to each of the following for one year commencing with the current Number, along with one of your special announcement cards. Herewith is ..... Dollars to pay for the same.

Full name of one to whom the subscription is to be given.	Address.	Publication to be sent. MacLean's or Farmer's.

Name of Donor _____

Address _____

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

A "MELAGAMA" 1915

Mr. Merchant:—

Among your resolutions this year why not make a tea and coffee resolution: "Resolved that I will increase my tea and coffee department by handling that tea and coffee which means more complete success to my business than any other, namely,

MELAGAMA
Tea and Coffee"

"PACKED IN CANADA"

You will not regret it. We guarantee our products. 42 years established — Exclusively tea and coffee.

MINTO BROS., LTD. - Toronto, Ont.

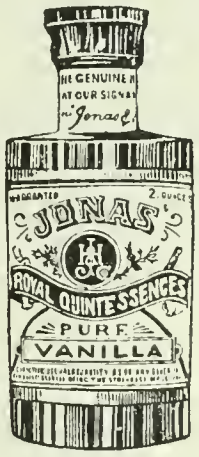


Figure It Out For Yourself--

and you'll find the extracts that only require a much smaller amount and yet give better flavoring are the kind your customers are going to use more generally and **continue** to use. One of the main features of Jonas' Extracts is that they require so little to give excellent flavoring, last much longer and give more satisfying results. For forty-five years they have made friends with housewives, and to-day are the standard of excellence. Stock up—NOW.

HENRI JONAS & CO.

MONTREAL, QUE. ESTABLISHED 1870

Excess Value—

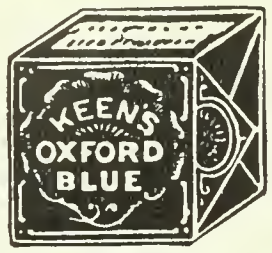
Nothing expresses such a safe and profitable investment as a Eureka Refrigerator. Nowhere can you secure so many valuable, exclusive features in a single refrigerator. The Eureka earns you dividends from the day it is installed; performs greater service; costs less to maintain. The majority of grocers and butchers have preferred the Eureka above all others for thirty years. Could such a prestige-building investment be better suited than to your store? Write for free catalogue to-day.

Eureka Refrigerator Company

Limited

31 Brock Ave.

TORONTO



KEEN'S OXFORD BLUE

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

——made in Canada

CROWN BRAND CORN SYRUP

Business as Usual
But No Extravagance

That's the keynote of business to-day—no extravagance! And that same fact offers you the best opportunity that could be desired to increase your sales in CROWN BRAND CORN SYRUP. A food that goes far and costs little.

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands

Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXIX JANUARY 8, 1915 No. 2

A Tea War-Tax Would be Burden to Poor

And it Would be a Great Burden to the Retailer Who Has to Explain to the Masses All Such Advances—Tea is the Staple Beverage of the Poor—Follows Bread and Butter in Importance.

THE Canadian parliament is due to reopen for operations early in February. What of this tea war-tax we have heard so many rumors about?

Canadian Grocer takes the ground that there should be no tax on tea. Tea, as we pointed out some weeks ago, is the universal beverage of Canada—it is the beverage of the poor man—and it should not be taxed. People who have little money with which to secure life's necessities, who cannot afford even the ordinary staples which every family with any means at all consumes, are known to spend a portion of that little on getting tea with which to warm and stimulate the body. Tea comes next to bread and butter.

Then again if the people should be burdened with a tea tax, who would have to bear the brunt of the increased price of five or ten cents per pound as the case may be?

The answer is, the retail dealer.

At the time of the last advance caused by the cessation of shipping, higher marine insurance, and higher exchange, who was it who had to make the great bulk of the explanations? Who was it who had to answer the often unreasonable questions about the soaring cost of living; how long would it last and where will it end? Who is it who always bears the brunt of any advance in price of staple foods and who must simply have the patience of a Job in an endeavor to impart knowledge into the minds of people who cannot or will not be convinced?

It is the RETAILER every time.

The retailer doesn't want any tax on such a staple article as tea. No dealer objects to the government raising money to meet the exigencies of the times caused by the pugnacious aspirations of the military of Prussia, but he believes there are other ways to get this extra money rather than taxing a staple of staples. In the United States the government is after increased revenue just as are the authorities at Ottawa. But Washington officials did not strike very much at the tables of the poor man in seeking out that revenue. They have gone after the man who can afford to pay it. The money wanted is secured from the following sources:

BANKERS,	MOVIES,
PAWNBROKERS,	PERFUMES,
BROKERS,	COSMETICS,
THEATRES,	STEAMSHIP TICKETS,
CIRCUSES,	PARLOR CAR TICKETS,
	SLEEPERS (Railway).

It will be observed that collecting revenue in the above way is getting it from the people who, generally speaking, can afford it, and not from the man who is struggling along to make ends meet until the dark clouds on the horizon roll away. It may be that the government authorities are hoping to collect a large revenue at one sweep by taxing tea — probably to have in their estimation the minimum amount of trouble. But that is not the way the matter should be looked at—there are the feelings of the masses to be taken into consideration, and if this is done there will be no tax on the national beverage.

The retailer has assuredly enough trouble on his hands at present without the additional one of another rise in the price of tea. There may, of course, be some who are looking and anxious for a tea tax because it may be of pecuniary advantage to them. But they are in the great minority. The retailers, together with the majority of the people, are opposed to it, as they know that the necessary revenue can readily be secured by other means which will not burden the man who is not in a position to hold up under the burden.

Customers Purchase Service as Well as Goods

This is the Way an Ottawa Grocer Looks at a Business Transaction—The Service is What Brings Them Back—Importance of Team Work Emphasized—Do the Public Read Advertisements?—A Grocer for Almost Four Decades.

Written for Canadian Grocer by Geo. Mundy.

TO build up a large and profitable business it is necessary to have a solid, sure foundation on which to begin. The good Book's admonition about building on sand was never more applicable than in present day business life when opposition is so keen. To build such a business it is necessary to have a little more energy, brain power and personality than the average man possesses; particularly does this apply when the founder starts with a very limited amount of capital and experience. Business methods are constantly changing—changing with the times. Competition is ever growing keener. To keep not only up with, but ahead of the ever advancing times, to keep one's nose to the grindstone of ordinary routine, as it were, and at the same time to develop the initiative necessary to stay a little in advance of our competitors and to keep the wheels of business in a smooth easy running condition—these are some of the requirements of the modern business man. These are some of the achievements of John Bambrick and to which his large grocery business in Ottawa attests.

Credit to the Staff.

Asked as to the secret of his advancement since starting in the grocery business in 1878, Mr. Bambrick stated that his motto has always been "service." That it has proven a good motto one only has to stand in his store and watch the seemingly never ending stream of people entering and leaving.

"Service has always been the keynote of my store," he said to the writer. The king pin as it were of my business. I have always taken this view and my customers leave their money with me. They should be able to buy not only the goods called for but my services, as well as those of my whole staff. I have always regarded this as a matter of justice."

Mr. Bambrick gives his staff as much credit for the building up of his present business as he takes himself. To get a clerk to take the same amount of interest in another man's business as he would in his own, may of course be a little too much to expect. Still with proper treatment wonders can be accomplished. This is one phase of business to which Mr. Bambrick has given careful and unremitting study and effort.

JOHN BAMBRICK, Ottawa, Ont.,
Who has spent 36 years in business in the Capital City. Cut is from a picture taken some years ago.

When a merchant can keep young men employed in the grocery business—which is usually admitted to be about as unattractive to the average romantic youth as a saw horse to a hobo—from youth to middle age, something Mr. Bambrick has done in several cases, there must be a reason. He looks on his men with pride. He takes a friendly interest in them and in their success. He does not regard them as mere automatons, but he has made them salesmen. They are one of the mainstays of his business success and he treats them as such.

Canadian Grocer Reader for 28 Years.

To train a staff who will sell over and above the actual demand has been one of Mr. Bambrick's most serious problems. As he very aptly stated, "Some are born salesmen, some have to be educated, and some either cannot or will not be anything more than order receivers. This latter class, is, I am thankful to say, largely in the minority. I watch their records very closely and thus am able to use each man according to his record. There is no guesswork, and no favorite." Mr. Bambrick believes in making everything connected with his business pay dividends. "That is one reason," he remarked, "why I have taken Canadian Grocer for 28 years. It has always paid big dividends."

Asked as to his attitude on store conferences he stated that in his opinion they were a splendid thing. Not only were they of assistance to the younger members of the staff but very often gave the older ones pointers on the selling or manufacturing of different lines. Not only that, but it fostered a spirit of good will and kept the various members pulling together.

"Advertising," said this Ottawa dealer, "is another factor that no wide awake merchant can afford to overlook. Although I am not what is called a good advertiser, still I know its value and if I can get my business in such a shape as to be able to take advantage of it properly. I certainly intended to do more of it."

Mr. Bambrick smiled reminiscently. "Last spring I put in an extremely large order of eggs purchased in Western Ontario, and of course I had to find some method of getting them off my hands at once. I ran a double column ad. in one of our local papers offering them at a small reduction in price, yet one which gave me a remarkably handsome profit on the lot.

"The result—The store was simply swamped with orders. Deliveries were disorganized and the staff overworked from morning till night trying to get those egg orders filled. Although it undoubtedly opened up new accounts, still with my present accommodation, I have been a little afraid to try it again on such a large scale.

Gives the Travelers Good Hearing.

This man is a believer in cultivating the friendship of the travelers calling on him. Whenever it is possible he gets them down to the store after business hours and with plenty of time at his disposal goes over business conditions as the men of the road find them. "I find them about as good a barometer on trade conditions as it is possible to get. I use them as friends and expect the same treatment," he stated.

Price ticketing is a phase of the business Mr. Bambrick pays special attention to. As a matter of fact he attends to that part himself. Attractive price cards, he stated, are great business pullers.

To get any idea of the magnitude of the output one has to take a trip through

(Continued on page 32.)

Old Country Apprentice in Business in Quebec

Another Who Had to Cut Out and Weigh Sugar in the Old Days Tells of His Experiences—Anecdote on Late King Edward—The Knowledge That Apprenticeship Gave.

Written for Canadian Grocer by A. Parr, Lachine, Que.

A FEW days ago I heard a young fellow bemoaning his hard lot as a grocer's clerk, and I fell to comparing the lot of the grocers of to-day with that of an "assistant"—as we were called—at the time I was learning the trade in the Old Country. Those were the days of the breaking up of the "sugar loaf" and then of cutting it to a size that could be used on the table: and also the weighing up and wrapping of nearly all the different commodities that we have in various size packages nowadays.

Well do I remember the first day at the "shop" of Mark Hilton, of Newmarket, Cambridgeshire, England. I wore one of his aprons, and as I was just a slip of a lad, and he was a man of about 190 lb., the effect may be better imagined than described.

I was soon initiated into the rudiments, which in those days seemed to be principally the weighing up—already referred to—even to the half ounces of "shag" and the "pen'orths of twist": the cutting of the salt into "stones, halfs, and quarters"; the picking over of raisins and currants—although we had a machine later on for the latter. I remember one time while "bagging" raisins—"plums," we called them—that just as the "guvnor" came into the warehouse, one of the men engaged in "bagging" in some way released his hold, and about fourteen pounds of "off stalk Valencias" shot with considerable force into his face, to our no small amusement, but not to his. My employer was one of the old time grocers, a man who had "served his time" as an apprentice, and knew the business from the ground up, blending his own teas, and being thoroughly conversant with—if I may call it so—the "habitat" of everything he sold. I used to dread hearing "you lads are wanted in the office," as it meant what was really a lecture on business principles generally, and as applied to the grocery business in particular, and it usually ended up with a little talk as to where goods came from, how they were prepared, was such a thing grown or manufactured, and so on. He was practical and tried to make us the same.

Hickory Nuts Sold to Customers.

How different from the all-too-common conception of a grocer (?) to-day, that is, a man who can buy a case of goods for so much and sell it for so much more, and there it seems to end. Little or nothing is known of the goods many grocers handle apart from the cost and selling price. Last May a case came under my notice where a grocer sold some hickory nuts for nutmegs and allspice for whole pepper.

Newmarket being, I suppose, the chief racing town in the Old Country, we always had large numbers of the "aristocracy" there during the race weeks, and also members of the Royal Family, the late King Edward being a frequent visitor. There are many stories told illustrating his kindliness and good nature: for instance, one day a local character, "Tiffy Tibbets," approached him and raising his hat, said, "Good morning, Mr. Prince of Wales." The Prince laughingly acknowledged the salutation and Tiffy went on to say "he knew a good thing for such and such a race," and "he wanted to have a 'bit on' with you, Mr. Prince of Wales." The Prince replied: "Well, if it wins see me afterwards." Surely enough, the "good thing" won, and Tiffy, finding the Prince again in the paddock, exclaimed, "What did I tell you, Mr. Prince of Wales," and was rewarded with a "quid" for the tip.

Provision Business in Those Days.

There seemed to be more to learn in the provision part of the business in those days than now. The different kinds of cheese, the Cheddar, Glo'sters, American—so called—the Dutch and the "skull-bones," the small Goudas, and then the Stiltons. Well do I remember having to turn the new Cheddars every day, which was no light job, as they averaged about eighty pounds each: and the wrapping of the new Stiltons in old army blankets to help them to ripen quickly. And then the different butters, the Normandy, Irish, the Danish, as well as our local "fresh butter."

Speaking of the cheese reminds me of a written order we received one day from a well-to-do farmer's wife. She wanter 1 lb. "corkemoler" cheese, nice and blue. Tuesday being the market day we were always very busy with putting up parcels for the "carriers" from the villages near by, and what a babel of tongues there always seemed to be that day. But what an opportunity it gave us to put into practice one of the little sayings of W. B. Shepperd, with whom I was after leaving Mr. Hilton. "Never lose patience with a customer," he used to say: "everyone that comes in should be looked upon as a probable customer, and must be treated accordingly." But the country people were slow and trying, especially on the rush days referred to.

We were highly amused one Tuesday when a man approached the "guvnor" and in the broadest Cambridgeshire dialect, said: "Here's a little owd maid," at the same time proferring him a pint bottle, with some light brown liquid in it. It was a new one to the "guvnor," for he exclaimed: "What do I want with a maid?" But what the farmer meant was "mead," a highly intoxicating drink made from honey.

Hard Work Not Wasted.

I am afraid I have wandered away from what I started to tell you about, but reminiscences come crowding in, and it seems as if the whole thing happened but yesterday. But I feel the many tiring hours at the weighing up and wrapping, etc., were not wasted, as I have found the knowledge and experience gained there often stand me in good stead since, and that the principles of honesty in all dealings, and attention to the needs of customers, combined with cleanliness of both store and personnel, go a long way toward building up a business satisfactory to all concerned. May I, in conclusion, relate a little story which I can vouch for as being absolutely correct. "Tiffy Tebbitt," already referred to, had just returned home after

(Continued on page 24.)

Some weeks ago an article appeared in Canadian Grocer giving the apprenticeship experience of an Old Country grocer. Later another account was presented, and now this article represents the third of an interesting series. Mr. Parr's recollections of earlier days in the business in England will not only prove informative to Old Countrymen who are in the business in Canada to-day, but to Canadian dealers and clerks who are interested in methods of the trade in other countries. Further experiences of old-time grocers would be appreciated.—The Editor.

Look at Your Store from Customers' Viewpoint

Then Ask Yourself How Displays and Methods Could Be Improved Upon—System in Operation and Knowledge of the Goods Emphasized—A Word on Watching Credits Successfully.

Written for Canadian Grocer by A. W. Ellingson, with Andrew Schaab, Wilkie, Sask.

IN giving my views to readers of Canadian Grocer on increasing the business of a retail store, I would first place particular stress on two words:

SYSTEM, KNOWLEDGE.

The above words must work hand in hand. Without one of these prime factors the other is at a loss. So we must think, study and put our ideas into action. Furthermore, we must have a broad knowledge of our business. We must be in a position to know the actual facts concerning our business. I venture to state that there are a number of retail merchants to-day, who are not in a position to know how they stand regarding the facts of their business. A progressive merchant to-day knows how much merchandise he has bought for the year. He keeps a proper set of books to know business facts. He keeps proper accounts of all facts.

A small retailer might believe it is not so important to keep records of "facts." But he should know how his business stands as well as the large department stores do. We must have knowledge in order to be successful to-day in business.

What Lack of System Means.

Again, we must have what we call "System." Without System we are at a loss. Instead of a profit at the end of a year it will be a loss, and in time it comes to "An Assignment." Small things make big things, and it's true, you'll admit. A good motto for a store force to have is this:

A Place for Everything.
Everything in its Place.

Have this motto before you in the store, as well as in the warehouse. Keep your reserve stock in its proper place, and have that special place always for each and every item, and you will not have to look through your whole wareroom to see how many boxes you have of yeast cakes, etc. You will not be reordering when you have enough in stock. Have a special place for hammers, nails, saws, and you will always know where to find them, even in the dark.

Do not be afraid to advertise your store. Without a doubt advertising pays. It tells the public what your store has to sell. It's a great trade puller. Be honest about your advertising; live up to every word you say in your ads. In advertising, many a small merchant to-day speaks about the merchandise he has, but fails to quote prices for fear his competitor will undersell him in price. Here is where I say strongly: Get out of this rut and be alive with quotations on your goods. This is very important to the public. Never mind about the other fellow. Let him do the worrying.

Window Dressing and Interior Displays.

Window dressing to-day is an important factor. It is necessary that windows be changed often. A window well dressed catches the eye and makes more sales.

Stand at the front of the store, just as if you were an interested customer. Glance at the surroundings. Size up your displays, see where improvements could be made, where new displays could be made. See if your stock looks tidy. If a new man took your place to-morrow he would stop to see where he could improve the store. Do the same every day. Show cards are a great help for sales.

Remember the public prefers to shop at a store where there are attractive displays and where cleanliness abides. Be courteous to your trade. Always have a pleasant greeting for each and every customer. Suggest different items that might be wanted. It increases sales. Be prompt in deliveries. See that parcels are delivered without errors occuring. Be sure you are right, then go ahead.

Wholesalers Should Carry the Stocks.

Buying is quite a problem to-day. To know how to buy right is what we should know. Some overload with stock, enough to last for three months or more.

Let your wholesaler carry the stock for you. Buy little and buy often. It makes meeting your drafts easier. It keeps your credit in better standing to be able to pay drafts when due. I suggest that every merchant take a trade paper and read it. Many interesting ideas can be gained, and you can watch the markets and be posted.

Re Credits. Give credit only to those whom by experience you know to be entitled to credit. If you do not get the cash, the other store does, and be positive that you know how to figure profits.

STORE PRECEDES THE RAILWAY.

The store of Andrew Schaab shown on front cover was established on a homestead 2 miles from Wilkie before the railways came along. C. J. Lagan was the founder. The size of the store then was only 16 ft. by 20 ft., but a good business was done nevertheless. When Wilkie was opened out, Mr. Lagan moved there and built a new store 28 by 76 feet with full basement and second storey. In 1910 he sold to Andrew Schaab, who to-day is conducting the business and who carries a complete line of general merchandise including millinery. The establishment is known as the "Quality Store." Mr. Schaab believes that it has been due to the fact that quality goods are sold that the business has grown to large proportions. He is also a firm believer in advertising, is careful with his credits and his buying.

DRUMMERS' SNACK GIVE TO RELIEF FUNDS.

The Drummers' Snack Club of Ontario held its semi-annual meeting in Toronto on the afternon of December 29. Routine business was attended to ,including the appointment of the various committees to look after the work of the summer outing at Georgetown. The dates for this have been set for the last Friday and Saturday in July. Instead of holding the annual Christmas dinner this season the club donated $50 to the Belgian Relief Fund and $25 to the Red Cross Fund, the money to be sent through the Georgetown committees looking after that section of these two funds.

OLD COUNTRY APPRENTICE.

(Continued from page 23.)

his first and only trip to London, and was asked "how he liked it." "Lunnon, Lunnon!" he scornfully exclaimed, "give me old England." And after I have compared the conditions existing at the time that I was a young fellow, in the trade in the Old Country with those of to-day, here in Canada, let me change "Tibby's" remark a little and say, "Give me Canada."

The Food Exhibit as a Stimulant to Sales

Brandon, Man., Firm Get Good Business From This Method—Much Pleased With it From An Advertising Standpoint — Demonstrators Employed to Serve Light Refreshments and Show Samples of the Goods on Display.

THE big department stores in the large cities are not the only ones to exhibit foods, although perhaps in these stores this method of advertising is conducted on a more extensive basis than elsewhere.

The accompanying illustration shows what is being done in a store in Brandon, which deals exclusively in groceries. Sutherland & Robertson, proprietors of the store in question, after considering the matter carefully, came to the conclusion that a food exhibit, would be something new to the buying public of Brandon and at the same time would tend to interest them, more particularly in their store and goods. The result was the exhibit, and demonstrations of a number of lines of goods, stocked in this store.

The firm secured the services of a capable demonstrator who served tea, biscuits and cake, the latter being made from different lines of goods shown in the exhibit, such as baking powder, extracts, flour, butter substitutes, etc.

In referring to the results from the exhibit, Sutherland & Robertson, say that they were excellent, the sales resulting being beyond their expectations, and when the demonstration was concluded they were firmly convinced that advertising along these lines certainly pays. Those who visited the Canadian National Exhibition at Toronto, will notice a resemblance, between the exhibit shown here and those made by the manufacturers at the big Exposition. The only difference is that in this exhibit, a great many lines are shown, whereas in the displays of manufacturers at the large Exhibition, only their own products are presented to the passing public. In this display, among other lines, will be seen: tea, canned goods, catsup, pickles, flour, olives, butter substitutes, fruit in glass jars, baking powders and biscuits.

Just at the present time it is necessary to stir up more than the ordinary interest among the people else sales will not come up to expectations. In times like these people who have the money — and there are plenty of them —will be inclined to hang on to it as long as possible. There must be some inducement or other to get them to loosen up their purse strings and Sutherland and Robertson adopted the exhibit method to attain at least part of their aim.

Anyone walking past food exhibits in the large department stores will readily agree that they have a great attraction for the women folk—and in so far as groceries are concerned the women constitute the great bulk of the buyers. There is surely a fascination in the attractive exhibit.

This illustration shows how a Brandon, Man., firm recently interested the people of that city in their goods and store.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto.

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New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 6074 Stoney Island Ave. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atahek, London, England.

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The Immoral Secret Rebate.

IT is dishonest as well as illegal to give secret commissions. Every traveler on the road knows this but nevertheless there is many a 50-cent piece or a dollar slipped into the hand of a buyer as a bribe to get the order. It is difficult to conceive how a retailer who aims to conduct his business on straight, honorable and above-board principles can stoop to such petty devices to defeat his competitors. It is difficult too to understand how the traveling salesman can be party to a deal that involves his good name and reputation.

There is little if any difference between the motives of such a dealer and such a traveler. The one accepts the secret commission, which is nothing short of a bribe, because he is anxious to either undersell his competitor or make an extra "tainted" profit. The other not only admits his inability as a salesman when he has to give the rebate to get the business, but if he offers a secret rebate to a merchant he is breaking a contract made by his house with a manufacturer—and a man who breaks contracts to get an advantage over his fellow men is a detriment to business morality.

Without doubt there are instances when the house is a party to this sort of illegal and dishonorable deal. Travelers may in certain cases be able to cover up their mis-deeds by including the rebates in their expense accounts but this is not always the case. It is to be hoped that there are few houses who would countenance this brand of business dealing, but it is an undisputed fact that it exists and that it is more widespread than appears on the surface.

Nineteen hundred and fifteen has now dawned upon us. It is an old-time custom that good resolutions should begin with the first of the New Year. Where secret commissions have been practised in the past, resolve to stamp them out from now on. Clear the retail atmosphere of this immoral habit. No man can be true to himself—to his better nature—if he either offers or accepts an underhand rebate.

The Situation in Flour.

DESPITE the fact that there has been a small domestic call for flour since the stampede, following the war-scare, subsided in September, prices have been well maintained. During November and December millers found trade quiet, both from the standpoint of domestic and foreign demand. It looked as if the people of Canada had purchased about all the flour they required during the rush period. Those who didn't were evidently buying on the hand to mouth basis; also foreign call was light because as the millers pointed out "Canadian prices were out of line for export." In other words our prices were too high.

In the face of these conditions one would naturally think that we would have seen cheaper flour. But such was not the case. What was the reason?

Flour maintained its strength because of the fact that wheat was so much in demand and the prices held or advanced.

To determine the future of flour is to foretell what will happen to wheat. This is a difficult proposition. Under certain eventualities, wheat may decline while under others, it will probably adopt an opposite course. Given favorable weather in the West, next year will see a greatly increased production. Then again the war has effectively cut off the Russian supply from the rest of the world by the closing of the Baltic and the Dardanelles. This has helped to firm the outside markets and at the same time has lowered prices of breadstuffs in Russia. In view too of the blockade of Germany and Austria supplies from outside countries have been checked which has tended to ease the world's price of wheat, but the net result has been an advance.

Should production in Canada and the United States be much greater than usual, and should the Baltic and Dardanelles be opened to Russian grain, one would naturally expect to see an easing in price. On the other hand should the war come to an end in the autumn, it is natural to expect that there would

be a shortage in wheat production in the European countries engaged in the war, and that there would be a considerable demand from Germany and Austria. This would have the tendency to elevate prices. The future of wheat and flour therefore depends on certain conditions which cannot be gauged with any degree of certainty just now.

As to immediate prospects, there do not appear on the surface any lower quotations. While Germany and Austria are not buying much outside grain, yet on the other hand Russia is not exporting, and there is developing a good export demand for our wheat.

(Since writing the above, flour has advanced 40 to 50 cents per barrel in the big centres.)

Olive and Salad Oil Adulteration.

ONE resolution that every retailer should make at this the beginning of the year is a decision to have absolute knowledge of the kind and quality of the goods carried. A bulletin has just reached Canadian Grocer from the Chief Analyst's bureau of the Inland Revenue Department on Olive Oil and Salad Oil, which indicates that a number of retailers will likely have to stand police court cases and pay fines for having oils in their possession which were considered as adulterated by the government authorities.

The percentage of adulterations was not large in this case—being some 11 out of 113 samples—but it demonstrates the necessity of the retailer being absolutely sure of what he is buying and selling in order that government inspectors may not be feared at any time.

The analysis of olive oil and salad oil which has recently been completed showed that out of 113 samples collected. 85 represented pure olive oil, 16 cotton seed oil and were declared as such, 11 were adulterated under the act and one was declared doubtful.

Chief Analyst A. McGill in dealing with the analysis states that an Order in Council, dated March 28, 1912, defines Olive Oil and Cotton Seed Oil, as these articles are sold for food purposes. "There is no question," he says, "of the wholesomeness of Cotton Seed Oil when properly refined, and it may be sold either by itself or in a mixture with Olive Oil, provided that the label plainly declares its presence.

"The substitution of Cotton Seed Oil for Olive Oil without declaration, constitutes adulteration under Section 3 (b) of the Act, which states as follows: "Food shall be deemed to be adulterated within the meaning of this Act, if any inferior or cheaper substance has been substituted wholly or in part for the article."

"The experience of our inspectors shows that Olive Oil is coming more and more into use in Canada, and the purchaser of a Salad Oil usually understands that he is buying Olive Oil. I am informed that the trade recognizes the terms *Salad Oil* and *Union Salad Oil* as distinguishing between Olive Oil and Cotton Seed Oil. It is probable that the word *Union* has regard to the United States as a source of the article, rather than to a mixture of oils, since the Southern United States is the chief producer of Cotton products. It is usual for Olive Oil to be labelled in French or Italian, since France and Italy are among the chief producers of Olive Oil, and appear to furnish most of that supplied to Canada. Recognizing these facts it gives cause for suspicion when we find Cotton Seed Oil carrying French labels and purporting to have a French origin. Not only does it suggest purposeful deception, but it makes us suspicious that the name of the manufacturer may be wholly fictitious. I think it not unreasonable that we should be in a position to require wholesale dealers to prove the *bona fide* character of information stated or implied on labels of the kind referred to, *i.e.*, where the fact that a label states or implies a foreign origin amounts to a claim for quality in the goods. Salad Oil is such a case, but Wines, Brandies, Gins, Liqueurs, etc., offer opportunities for similar deception."

West Adopts Sane Policy.

MANY evidences that the Western Canada farmer is going in for mixed farming have been presented recently in Canadian Grocer. Statistics showing the advances made in the past thirty-three years in cattle and swine give strong additional testimony of the tendencies of Western times. Here are the figures for cattle:

	1914.	1911.	1901.	1891.	1881.
Manitoba	408,302	435,113	349,886	235,696	60,281
Saskatchewan ...	679,060	633,612)			
		)	*591,739	*231,827	*12,872
Alberta	812,100	649,850)			
Br. Columbia ...	134,793	139,183	125,002	126,919	80,451
Totals	2,034,255	1,857,758	1,066,627	594,442	153,604

*Northwest Territories.

These figures demonstrate them since 1901—fourteen years—the growth in cattle has been doubled, while since 1881 it has been thirteen-fold.

In swine the following statistics are even more interesting:

	1914.	1911.	1901.	1891.	1881.
Manitoba	286,276	188,416	126,459	54,177	17,358
Saskatchewan ...	854,703	286,295)			
		)	*73,916	*16,283	*2,775
Alberta	897,123	237,510)			
Brit. Columbia...	39,031	33,604	41,419	30,764	16,841
Totals	2,077,133	745,825	241,794	101,224	36,974

*Northwest Territories.

It will be seen that during the year 1911 the production of hogs amounted to less than a million animals, while last year the figures were beyond the two million mark. Since 1901—fourteen years ago—the advance has been nine-fold and since 1881 more than fifty-fold.

With advances made also in poultry and egg raising the Canadian West is now on a sound and sure footing in so far as mixed farming in concerned. In the past the Western farmer has been content to grow wheat alone, but now he finds that he must put back into the soil something in return for the wheat and he has gone into mixed farming. In future, therefore, we shall see a strong, steady growth in the West rather than spurts here and there. The West has come into its own.

1915 *RESOLUTIONS OF A LIVE WIRE.*

My success depends on the amount of goods my clerks and I sell above the actual demand—therefore I will be a salesman and not a slot-machine. My clerks are going to SELL GOODS in 1915 and not simply accept orders.—A.L.W.

Canada's Trade Position on a Better Basis

Ratio of Exports to Imports Rising—Balance Against Canada Diminishing Rapidly — Increasing Export of Farm Produce, Except Cereals—Exportable Surplus of Farm Produce in 1915 Has Much to do With the Future.

OUR Dominion trade returns, according to The Financial Post, show that for the aggregate external business we had a total for the fiscal year ending March 31st, 1914, of $1,129,744,725 of which $478,997,928 was in exports and $650,746,797 in imports. The ratio of exports to imports was 73.00. In 1912 it was 56.38 and in 1913, 56.83. In 1910 it was 76.91. The tendency at present time is for the ratio to steadily advance. This tendency has been looked for and we depend upon its being maintained in order to put Canada on a better basis, commercially and financially speaking.

The trade returns issued by the Dominion Government merely takes us to the end of March, 1914. Since then the monthly returns issued show that the ratio of exports to imports has improved steadily and at the present time the balance is steadily diminishing. If Canada had had normal luck in the matter of field crops during the year the adverse balance would in all likelihood have disappeared, and given normal weather during 1915 there seems little doubt that the trade balance will be considerably in favor of Canada. That is, of course, in so far as domestic exports and imports are concerned. The excess of imports over exports will not be sufficient to meet the expense incurred on Canada's behalf independent of the Empire.

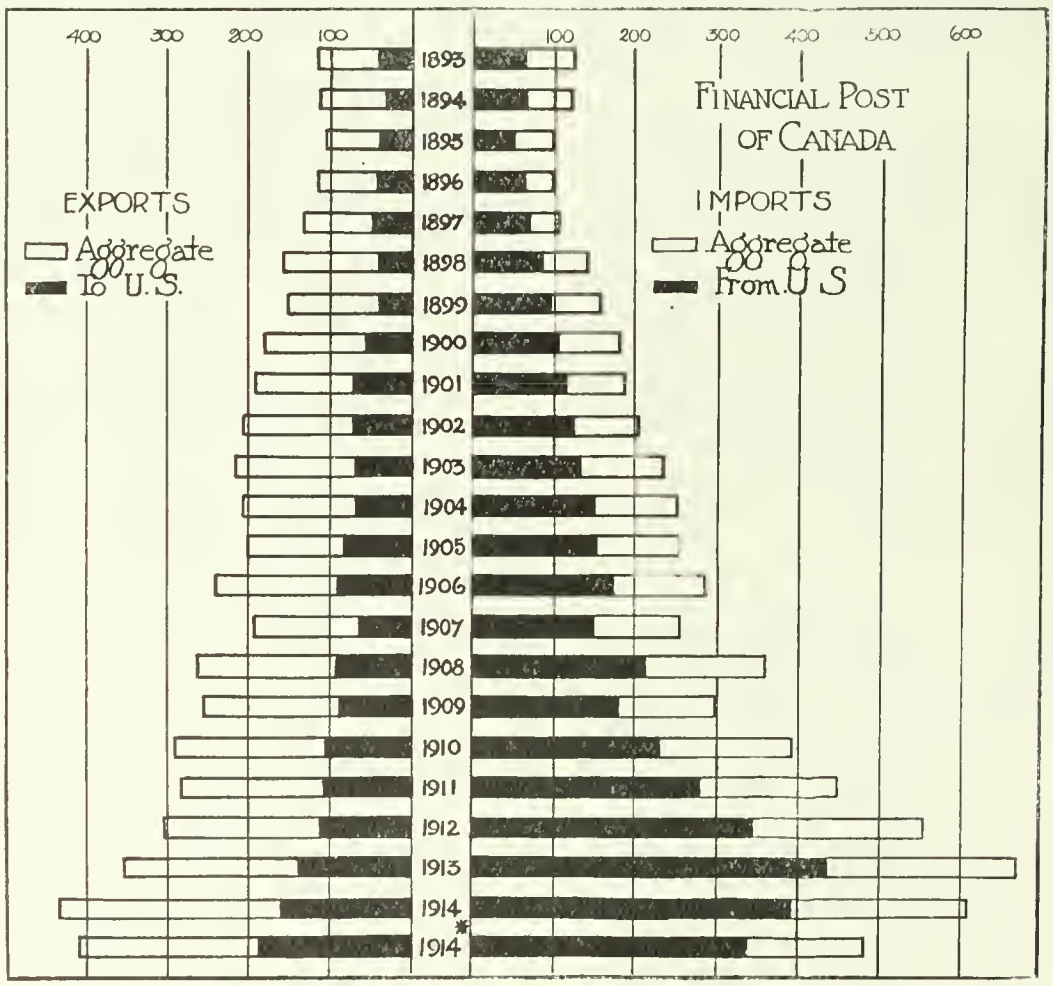
Our 1915 Trade.

Let us consider the per capita trade of Canada. During the fiscal year of 1914 the per capita export of Canada amounted to $65. For the balance of 1914 up to the end of October the exports aggregated approximately 52.50 per capita. The decrease is due almost entirely to the falling off of the exportation of wheat and other cereals. That is explained by the partial failure of our crops in the West. On the other hand farm products in the form of produce of animals have steadily increased. The United States market been opened and farmers in Canada are taking advantage of it. What they have done in this respect so far is but an indication of what is likely to be done in the immediate future.

While our exports per capita receded slightly in the later months of 1914 our imports receded in much greater ratio. For instance, in 1913 our imports aggregated $90 per head and in 1914, that is the fiscal year of 1914, they fell to $76 per capita. During the later months of 1914 they dropped to $65 per capita and the tendency is to further contract in this respect.

Exports to U.S. Increase.

The diagram accompanying this article showing the exports and imports of Canade shows the growth in the case of each and the proportion of our trade with the United States. It will be noted that our exports to the United States have steadily increased. And during the later months of 1914 they continued to increase. This is an interesting tendency and one which will convince our creditors of the ability of Canada to produce. Some lack of confidence in this respect has been manifest abroad and it remains for Canada to show, and no doubt she will do so, that for every dollar she has borrowed she can produce wealth to liquidate the debt. With the market opened to us in the United States it will be noted that from 1912 up to the present time the advance in the amount of exported wealth to the United States has increased from $104,115,823 in 1911 to $163,372,690 in 1914. If we gauge the entire fiscal year ending March, 1915, by the exports for the first eight months of the fiscal year in 1914 the exports to the United States will be on a still greater scale. This tendency is of very great importance to us in view of the fact that we will have to seek capital in the United States. From the diagram published it will be seen that exports from Canada to the United States form a steadily increasing ratio of total Canadian exports.



*Estimated on basis of returns for the first eight months of current fiscal year. The figures at the top represent millions of dollars.

Charges that the railroads suffer from fraudulent claims of eggs damaged in transit were brought against large egg handlers by the New York Central Railroad Company in its inquiry of the butter and egg business in New York State last week. The attorney for the railroads said that claims were sometimes made against the roads for eggs which were in a decayed state weeks before shipment. A list of overcharges, extortion and fraud by many egg dealers were alleged.

Majority Figure Profits on the Selling Price

In Symposium of Opinions of Retailers Only Few Use Invoice Cost as Basis—Poor Business Many Say to Figure Expenses on One Thing and Profits on Another—Total Cost Would be Correct Basis But It is Never Absolutely Known.

Written from replies of Canadian Dealers.

HOW do you figure your profits?

Do you base them on your invoice cost or on your selling price.

There are prominent men in the trade who go so far as to say that every year, a great many retail failures occur because of the fact that profits are not figured properly. Many calculate their expenses on their turnover, yet when it comes to profits they are figured on invoice cost. It can be readily seen that such mathematics are bound to lead one astray. At the end of the year, when the annual statement is drawn up, he is sure to have less money than he anticipated. That is not good business. If one is to err, he should err on the right side, and figuring expenses on one basis and profits on another, does not make one worth more than he thinks he is worth.

Sometime ago Canadian Grocer, wrote a number of dealers in various parts of the country, for their methods of figuring profits. The question was also asked, why they figured their profits the way they do. The answers are of great value to others dealers, as they elaborate on a subject of vast interest.

Majority Favor Selling Price as Basis.

Out of 25 replies, sixteen state that they figure their profits on the selling price, and the remaining nine on either the invoice cost or the cost plus the expense of getting the goods into the store.

Let us analyze the reasons given by dealers for figuring on the selling price.

A firm in Nelson, B.C., figure their profits on the selling price for this reason, "Because the expenses and all other items in connection with the business are figured from the sales end, and because it is the best safeguard that we know of, to stop guesswork."

NOT THE WAY HIS ANCESTORS DID.

"I figure my profits on the selling price," says a Western Ontario merchant, "not because I was taught that way, but because when I figure out the average profit, it will not be likely to cheat me. When I want to get the average profit on an invoice, I figure out how much the goods will sell for, and then see how much per cent. it shows on the selling. If it does not show 20% I go over it to see what item will have to be raised, or to see where the trouble is that it is not where it should be. In going over a groeery invoice, I found the profit on sales was only 18%, and in looking it over there was a lot of sugar, so I left the sugar out and the profit showed 27%. As we do not expect a regular profit on sugar I did not change any prices.

"My dry goods invoices will generally show 30% or more profit, patent medicines, etc., 33% and higher, hardware 50% and as high as 70%. In figuring profits at the end of each month I take the sales at say $1,453; profit at 20% on sales $290; expenses $145; net profit $145. In figuring this way I find I am not figuring too high any way you take it and it leaves a margin in my favor."

A Calgary retailer writes: "We figure profits on the selling price, because we consider if you figure your profits as so many cents on each dollar taken in, you will have a better grasp of your business."

An Edmonton firm says: "All operating expenses are based on selling. In fact it is the only possible way, and therefore we figure our profits on the selling price as well."

A Prince Albert, Sask. firm, figure their profits on the selling price, because expenses are figured that way. "Knowing the exact amount of percentage it takes for expenses," they say, "it is easier to arrive at what profit we have made by figuring on the selling price."

Always Make Some Margin.

A firm in Broadview, Sask., writes:—"Our profits are figured on the selling price. We mark our goods with the invoice cost, and also with what we call our cost. That is the cost to us of the goods as we sell them. This takes in the expenses of all kinds, including salaries, fuel, lights, rent and all other overhead charges. In this way we never sell goods without making some little profit. Under this arrangement any clerk can look at an article and see the lowest possible price at which it can be sold, whereas before adopting this principle, we think the tendency was for clerks to make cuts, and sell at prices below the proper line."

"We figure our profits on the selling price," writes a Winnipeg, Manitoba firm, "because expenses are almost always figured on the turnover, which is the selling price, and because the sales records are usually more correctly kept by the average merchant than purchase records."

A St. Mary's Ont. retailer, figures his profits on the selling price, for this reason "Because we have the sales before us, and it is so easy to make the selling staff understand this, and we do not disclose our cost to them."

"I figure my profits on the selling price," writes a Hamilton, Ont. grocer, "because it is more simple. The selling price is always known whereas the cost is not—that is the total cost. Also a good percentage on the selling price will yield more profit than it will on the cost. Therefore, the margin will be more ample. Again the percentage of overhead expenses, must necessarily be calculated on the total turnover, and profit figured on a different basis is bound to make a discrepancy, which causes confusion."

The reply of a Dresden, Ont. merchant, is as follows: "We figure on the selling price, for the reason that it is the most simple and profits on monthly or yearly sales are easily determined. It appears to us the height of absurdity to waste time and effort by such a clumsy method as figuring on the cost price."

Invoice Cost Not the Real Cost.

"Because the invoice cost price is not the exact price, we figure our profits on the sale price," states a Toronto

grocer on Gladstone avenue. "The real cost of goods," he adds, "must be somewhere between the cost and the selling price, and as this real cost is never known it ought to be figured on the nearest figures known, which are the selling price."

A dealer in Morriston, Ont., says that he figures on the selling price for the reason that he figures his percentage of expenses on that basis. He knows his turnover every night but he points out he does not know the total cost of the goods which are sold during the day.

"It is necessary to add the cost of selling to the invoice cost," writes a dealer in Thomasburg, Ont., "before the total cost can be secured. As this figure is very difficult to arrive at, we figure our profits on our selling price."

For the same reason a dealer in North Hatley, Que., calculates his profit margin on the selling price rather than on the cost.

"I believe it is proper to figure profits on the selling price," says a St. John, N.B. grocer, "because the exact cost of an article is never known. Also for the reason that expenses are figured on the turnover, and it would not be proper to figure profits on one thing and expenses on another."

Those Who Figure the Other Way.

Some of the reasons presented by those who figure their profits on their invoice cost, are not any too clear. For instance, one firm writes as follows—"We figure profits on the cost price, because we make it a point to make a certain percentage on all things sold." This is ambiguous because those merchants who figure on the selling price, aim to do exactly the same thing. Here is a reason from another merchant: "I figure profits on invoice cost, because in doing so, I have made some money, and can add on a margin for the loss on vegetables and things perishable."

Another dealer points out that he figures his profits on his invoice cost, plus the delivered cost, laid down at the store. A British Columbia dealer states that he figures his profits on his invoice cost. This is the reason he presents:—"We have always added a certain percentage to the cost of goods, this percentage differing according to the kinds of the goods." An Ontario retailer figures on the invoice cost, because he says, it is the basis he has to work from. Another western retailer basis his profits on his invoice cost, plus the freight and the estimated overhead expenses for selling. He basis this at 15½ per cent. His reasons for figuring on the cost price are, because the goods deteriorate in value, and do not always bring the price marked.

An Alberta retailer, figures from the cost, because he says the cost price represents his outlay, the same as money deposited in the bank for interest, and secondly because it has been the custom in practically all businesses in the past.

There you have the methods of a number of retailers. Summing them up, one can only come to these conclusions: First, that figuring profits on the cost and expenses on the turnover, make a man worth less money at the end of the year, than he thinks he is worth. Second, that while the correct method may be to figure on the cost, one never knows the actual cost of the goods by the time they reach the consumer, and that, therefore, the safest plan is to figure on the selling price or turnover.

A HANDY FIGURING METHOD.

A Quebec dealer writes:

"Answering your inquiry relative to figuring out profits, I claim that it is far better to add the per cent. of profit on the selling price, and for the following reasons:

"1st. Since the percentage cost of doing business is calculated from the total sales, that is, from the amount of business done, it is obviously better to compute the margin in the same way, because one will see more clearly what margin he must set to pay the cost of doing business and leave a profit, and will be on the safe side if he figures his profits with the same diminishing figures he uses to make out the percentage of expenses.

"2nd. On a reduction sale, when an article has been marked at 20 per cent. advance, it can be reduced 20 per cent. on the marked price without losing on the invoice cost, which is not the case when the profits are figured on invoice cost price. The same may apply to appropriations.

"3rd. The percentage added this way is more quickly found. Thus, I think it easier to find invoice price plus 20 per cent. of selling price on $3.20 by multiplying $3.20 by 100 and dividing the result by 80.

"For abbreviation, I simply drop the last cipher and divide 32 by 8, which gives me four dollars. Thus, one can figure out percentage without the use of a pencil. If 25 per cent. on selling price is wanted, multiply cost price by 2 and divide the result by 15. If 30 per cent., divide cost price by 7, bearing in mind not to alter the value of the digits as to their respective places.

$$20\% \text{ on } \$1.50 = \frac{15}{8} = \$1.87\frac{1}{2}.$$

$$25\% \text{ on } \$1.50 = 15 \times 2 = 30 \div 15 = \$2.$$

$$30\% \text{ on } \$1.50 = \frac{15}{7} = \$2.14\ 2/7.$$

"I find this method handy and use a pencil only for something like this:

$$25\% \text{ on } .05\frac{1}{2} \text{ cents} = \frac{.055 \times 2}{15}$$

$$= .07\ 1/3.$$

WHOLESALERS REPLY TO RETAILERS.

St. John, N.B., Jan. 5.—(Special).—At the last general meeting of the Grocers' Section of the St. John branch of the Retail Merchants' Association of Canada, the matter of wholesale houses selling to other than retail stores was dealt with. As previously announced in Canadian Grocer, a letter had been sent to twenty-two wholesale grocers, and replies were received and read from the principal wholesalers. The majority of these letters expressed the desire of the wholesale grocers to meet a committee of the retail grocers to discuss this grievance. A committee of seven was appointed and the secretary was instructed to arrange a meeting to take place on or before Jan. 11, 1915.

It was decided to have the next regular meeting on Jan. 12, as the anual meeting for the election of officers, etc.

The membership roll shows that over seven-tenths of the grocers in the city are already members and the work of enrolling is still proceeding.

MIXED CARLOADS AT SAME RATES.

Final judgment of the Railway Commission in the matter of the proposed cancellation of the mixed carload rates on groceries and liquors and other products to the Canadian West has been given. The cancellation has been forbidden until further notice. The order of the commission is as follows:—

"Upon hearing the matter at the sittings of the board held in Toronto, December 12, the Toronto Board of Trade, the Montreal Board of Trade, the Hamilton Board of Trade, and other parties interested, and upon reading the submissions filed;

"It is ordered that the proposed cancellation of the said arrangements be, and is hereby, suspended until further order of the board.'

Holdover in California Dried Fruit Not Large

Season of 1915 Ushered in With Stocks Light Apart From Peaches, Raisins and Apples—Resume of the Past Season and The Effects of the War—Situation in Raisins.

THE season of 1914 so far as dried fruits in California are concerned will go down in memory as one containing a number of perplexing and at times very serious problems in some of which this year has been unique, says the California Fruit News.

Beginning with the war in Mexico which cut off export shipping by water via the Tehuantepec, which produced a number of complications with export operators in California dried fruits, the season has been a series of shipping and marketing problems which have at times produced critical situations. The opening of the Panama Canal relieved the inconvenience occasioned by the closing of the Tehuantepec route on account of the trouble in Mexico, but the uncertainty as to the date of opening of the Canal and the temporary closing of that waterway at different times owing to small slides, kept export operators on the anxious seat every little while during the fall. The probabilities are that no further difficulties of any great size will be experienced so far as the Canal is concerned. The Panama Canal is and will be an enormous factor in the transportation and development of trade in fruit lines for California.

The European Turmoil.

The principal disturbance, of course, in dried fruit lines was and is the European war. This most unfortunate struggle opened in Europe at the time when California dried fruit exporters were receiving at their packing houses and making arrangements to commence forwarding to Germany, the season's dried apricot crop. With not only the possibilities of shipment, but the financial and other abilities of the receivers in Germany practically wiped out overnight the value of dried apricots was, between two days, made an uncertain and indefinite quantity.

The major portion of the tonnage of dried apricots produced in California has in the past few seasons all gone to Germany and in addition there is the item of apricot kernels and pits. The situation thus brought about made it apparent that most of our apricots, a product usually largely marketed in Germany, would have to be marketed elsewhere, principally the United States, and just what value they might have was not possible of determination. This commodity accordingly declined overnight practically one-third in value and this situation bid fair to be an extremely serious matter with not a few of our large operators in dried fruits.

Some Sleepless Nights

In addition, there was the prune problem, which was in somewhat similar shape, just ahead and that prospect on top of what had already befallen made California dried fruit packers from the largest to the smallest spend a good many sleepless nights. Ultimately conditions settled down and after apricots had taken a definite loss in value and prunes a temporary decline, which has since been almost, if not quite, recovered, and transportation facilities opened up to an extent, the general situation readjusted and is now pretty well on its feet.

Many markets in Europe which previously bought through Germany and other large distributing countries have been buying direct and although the matter of credits has been a difficult one to handle, extremely heavy shipments have gone abroad by water from San Francisco as well as via New York. Dried fruit generally in California is cleaning up better and at generally steadier values than was thought possible early last fall.

Good crops of practically all lines which go into the making of dried fruits in California were anticipated early in the season and results proved these anticipations to have been correct in all lines except prunes. The total output of dried fruits from California would have been a very big one had prunes been a big crop. Fortunately, however, that variety was short. There was little if any carryover in dried fruit lines aside from some peaches and some raisins. Prices on apricots and prunes opened fairly high and advanced rapidly, growers being offered particularly good prices for their prospective outputs in these lines. Values, however, declined in apricots and prunes following the war. Prunes later on recovered owing to the short crop and the unexpected improvement in export.

Cotton Slump Affects Peaches.

Dried peaches have been a drug on the market for a long time apparently, and were slow of sale all fall. The slump in cotton values in the South, where peaches were largely marketed, after the European war commenced, had much to do with this. This commodity is just beginning to take on a little activity. Peaches have been cheap and declining right through the season and for a considerable time have sold below the generally accepted ideas of cost of production. Peaches turned out to be a big crop this year and have been rather heavily produced in California right along for several years. The market for this commodity will need to be enlarged if the production is not to be reduced, or, apparently, profitable prices cannot be obtained.

Since publishing our Annual Number last winter we have revised our estimates made at that time on the 1913 output of dried fruits and print below our final figures on last year as compiled in the spring and summer of 1914, and our present estimates which are the best obtainable at this time for the 1914 crop.

	1913. Tons.	1914 Tons.
Apples	1,900	4,000
Apricots	10,500	19,500
Figs	5,000	6,200
Peaches	23,000	32,000
Prunes	48,000	51,000
Raisins	65,000	90,000
Various others	2,000	2,500

Small Carry Over.

There will be little carryover into the spring of any of the dried fruit lines aside from peaches, raisins and apples. Even peaches are not so plentiful as the sagging condition of this market a few months back would have indicated, as they have been going out a little more freely recently. Export and water shipments of dried fruits from San Francisco have been exceedingly heavy this fall and have kept up right through December, forwardings in the latter month having been much above the normal for that month.

The output of raisins this year was almost as large as the biggest crop we have had but not quite. We estimate 90,000 tons as the State's production, figuring in the small scattering production outside of the San Joaquin valley in addition to what is estimated for that section. Of this about 60,000 tons were Muscats and 25,000 to 27,000 tons seedless varieties, Sultanas and Thompsons.

Raisin Company in Control.

The raisin market is now a more steadily established thing than before the Associated Raisin Company became a fact and consequently raisin business is more or less a year round affair owing to the lack of speculative opportunity.

There naturally is, of course, more business in raisins for holiday consumption than at other times, but the selling period in raisins is now spread out over more months than heretofore. The California Associated Raisin Company is rather well in control of the situation and has succeeded in putting itself upon its feet very firmly both financially and as a raisin factor.

Old crop raisins were cleaned up before new came in this fall. Operators outside of the Associated have been cutting the latter's prices to a more or less material extent for such quantity of goods as they have had to offer, principally, however, in seeded, and packers working with the Associated have at times tried to meet such competition by discount concessions. There is however, but a small proportion of the total tonnage outside of the Associated's control. Prices as now established are on a profitable level for raisin producers. The open fall in California in 1914 allowed of all the raisins being well cured and put under cover before the rains set in and there is consequently no rain damaged stock.

The whole dried fruit business in California is to-day, generally speaking, on a better plane than in the past.

PURCHASE SERVICE AS WELL AS GOODS.

(Continued from page 22.)

store and stock rooms. "I have sold three carloads of apples already this season," he said, as Canadian Grocer representative made some remarks about the large stock of apples. "About 3,000 bags of potatoes is generally what I manage to dispose of per year," he added.

The parcelling and checking room is separate from the main body of the store. Three of the staff are kept busy in this department continually. In rush hours they give as much assistance behind the counter as possible. A large stock of goods is kept in this room to give greater dispatch to the filling of orders. Mr. Bambrick finds that the men who have had experience in delivering, etc., are the best for this department, as they know the delivery routes well.

The system for checking is simple in the extreme. Each order is entered on the sheets for which the driver signs. Absolutely no goods are sent out without being entered. This gives a very accurate and complete method for checking and tracing in case of any complaint that may be made.

Thirty-Six Years in Business.

Mr. Bambrick started into business on his own account in 1878, on Nov. 12, to be exact. His only grocery experience previous to that was what he gained by working Saturdays and evenings. The firm at that time was known as Bambrick & Wall. In 1882 he bought out his partner, continuing the business under his own name. Fifteen years later he moved to the present premises. Only half of the store, however, being occupied by him.

"When I got in here," he said, "I seemed lost. The place as I thought was much too large, and I seriously considered renting half of it, and had it not been for the advice of Fred Hodge, representative of Chase & Sanborne, I believe I would have done so. He advised me strongly to keep the whole store as the business would soon grow to fill it." Mr. Hodge's prediction has certainly come true as he has had to enlarge twice since then, the present floor space being twice what it was at that time.

The clerical and bookkeeping end of the business is looked after by Mr. Bambrick's son Basil, with one assistant.

Outside of his business this merchant's chief hobby is traveling and he regrets that the demands on his time do not permit him doing as much of this as he would like. He frequently, however, takes trips to New York, where his daughter Winifred has been residing for several years. She is an expert harpist, and her first appearance a few years ago in Aeolian Hall, New York, was the occasion for an outburst of praise for her accomplishments. Although only 19 years of age she has been starred on several concert tours.

Aside from his traveling ond globe trotting tendencies, Mr. Bambrick is an enthusiastic walker. In fact had he not been tied down to business at such an early stage in life, who knows but what Ottawa might have had the distinction of producing a second Jimmie Reynolds or George Goulding!

DISPLAY—AN ARRANGEMENT OF CONTRASTS.

The following is from "The Little Schoolmaster's Classroom" page of a recent issue of Printer's Ink, a prominent publication in the interests of advertisers:

"Sometimes it pays to get away from the commonly accepted rules. The Canadian Grocer tells a story of a grocery clerk who was showing a customer a basket of potatoes, and upon being called to the phone, accidently left the homely vegetables on a counter which bore a handsome display of dates, figs and jams. While the clerk was talking a second customer walked up to the counter, noticed the potatoes first thing, and ordered a basket "just like it." Somebody reported to the manager, who ordered the basket left where it was, and by six o'clock that night the store had sold nineteen baskets of potatoes which would not have been sold but for the incongruous display.

"What is display, anyway, but an arrangement of contrasts which will call favorable attention to certain objects? Nobody would be likely to think of displaying potatoes in connection with fruits, but when the thing happened by accident it immediately raised the presumption that those were pretty fine potatoes. It leads the Schoolmaster to think that the rules of display are not quite so hard and fast as we sometimes imagine."

MERCHANTS IN MUNICIPAL LIFE.

Among the Ontario grocers and general merchants who received municipal honors during the past week, are to be found the following:

A. Shaver, Brockville; E. A. Hill, Blenheim; S. J. Dolman, Campbellford; F. A. Bonneville, Cobalt; J. J. Bailey, Huntsville; Louis H. Ware, Huntsville; James Henderson, Ingersoll; F. McDougall, Ingersoll; R. A. Climie, Listowel; H. E. Yeomans, Mount Forest; T. B. Champ, Orillia; E. A. Rinker, Kincardine; W. Buskin, Flesherton; J. H. Stephens, Port Hope; F. Sebring, Simcoe; J. Wilson, Thorold; W. H. Ireland, Trenton; E. T. March, Trenton.

CALENDARS FOR 1915.

The calendar for this year of Connors Bros., general merchants, canners and packers of fish, at Blacks Harbor, N.B., is of the usual large type with big plain figures. The picture is, too, a large one, reproducing in their natural labels the cans of the various canned fish manufactured by the firm. Sundays and special holidays are marked in different faced figures from the others.

* * *

The Lake of the Woods Milling Company have issued a fine 1915 calendar. It is a calendar with considerable "character" because it implies a story that makes one think. The illustration is that of a North American red Indian in the foreground, dressed in his "state" robes and seated on an Indian pony, across the back of which rests a bag of Five Roses flour. Then across a blue sheet of water stands the Keewatin flour mills and elevators of the company painted in the natural colors. As a contrast to the primitive methods of the Indian for the transportation of flour, there are several modern railway trains fleeing past the factory or taking on their loads. The picture is quite an impressive one.

A. W. Hugman, of W. D. McLaren Co., Montreal, is spending a few days' vacation in Toronto.

1915 Will Be a Vegetable Year in Seeds

Flower Seed, it is Thought, Will Not be in Great Demand—Can Canada Produce Seed?—German and Belgian Supplies Cut Off —Clover and Timothy Higher, Also Roots.

By A. H. Harvey.

A MAN came into the offices the other day, and perpetrated a pun for which he ought to have been punished. He said, "We won't be able to get any seeds from Europe next year." Unsuspectingly and in the guilelessness of our hearts, we said, very naturally, "Why?" "Because," said the joker, "there won't be any germination then."

Many a true word is spoken in jest, 'tis said. Certainly there will not be much germination in Germany. They have their hands too full over there to bother with seeds for export to Canada. But this will not greatly affect the Canadian supply this next Spring. All the stocks had been bought before the war, and those which did not come forward from Germany and Belgium were replaced by stocks from France. This is a chance for France. If they can find time to devote to this business this year they can take away the enormous percentage of seed supplies with which Germany provided the world, and jump into the place of the country which they will thus oust. Undoubtedly, for many years Germany has produced a very large part of the flower seeds that the world consumes.

A Chance for Canada.

Here, too, may be a chance for Canada. Opinions differ. Some seed men say that this climate is not suitable, never will be suitable, for seed growing in any commercial sense of the word. It is said that what growing takes place at present is purely experimental, merely because the climate is too extreme for seed-growing as a successful enterprise. But I was talking to a very prominent and expert man who said, "Nothing of the sort. It is not a question of climate. It is the labor and not the climate that is missing. In Germany and Russia and Belgium the women and children—particularly the former—do most of the seed-growing. And they do it very cheaply. We could not, or we cannot at present, get such cheap labor in Canada. If we would, we could make seed-growing a large and profitable business." The man who said this is an expert in this line, and knows his business. Moreover, it is demonstrated that seeds are grown in America in quite large quantities, in localities where the climate is no more propitious than it is in Canada.

Prognostications for This Year

All sorts and conditions of prophecies are rife as to business for seed men this year. It is generally opined that this will be a vegetable year rather than a flower year. For two or three reasons this is probable. First, while gardens are not an expensive item, still they may be regarded as something which can be done without and if the general public has as little money as it is supposed to have, every economy will be effected in some quarters. And this cuts the other way. From an economy point of view, it would pay people to start their own vegetable cultivation. This can be done cheaply; all they need is a back yard, a few cents' worth of seed, lots of elbow grease and common sense. This is a good line for the retailer to take to encourage people to buy seeds for their own particular cultivation. Point out to them the thrift in each man being his own greengrocer. There are not wanting signs that a good deal was done along this line in several cities last year. The grocer who knows his business will mark this sign of the times. Play up the vegetable seed; it will be a paying resource.

As To Prices.

Because of the dearth of sales of flower seeds the rise in prices which was prophesied will not likely materialize. Anyway, as we have shown, supplies for this season are all right. It is 1916 that will need some weathering. The importers have not had to pay more for their imports, and the American market has proved a good supply store. There is logical reason why prices of flowerseeds should advance. It is more than likely that they will decline, if business does not accrue at present levels.

On root stuff it is somewhat different. Turnips, beets, mangolds, swedes and so forth will be higher. The English supply is short in all these, and prices are up on that account. It is not possible to determine their exact level at present. Most of the seed men have not gotten out their final catalogue, and to a certain extent prices are competitive, according to source of supply and a half hundred other conditions affecting each individual seed firm. But prices generally in these lines are higher.

Clover and timothy are decidedly higher, though in neither case is this put down by most dealers to the effect of the war. There is a natural advance trend from the winter on towards the spring. Both lines are therefore dearer now than in November, for instance. But over and above that there has been considerable demand and prices have naturally stiffened. This is particularly true of clover, and of white (lawn) clover most of all. Three years ago you could get it for 25 cents a pound. It is nearer 85 cents to-day. This is a little difficult for the layman to understand, because these two lines are Canadian products, and the supply is not affected any more this year than usual. There are no markedly powerful influences in boosting prices, unless it be that there are pretty heavy exports. There are exports every year, of course, but these are more considerable this year. Possibly that accounts for the appreciation in price.

Export Trade Affected.

This matter of export, however, is affected in various ways. Take bulbs, as an example. There is a big export trade done in these, but this year the chief market was closed. Germany usually takes large supplies, but she was not a purchaser this year, and the consequence was that dealers were forced to cope with the problem of disposing in Canada and over the line of a double supply. Probably America will find that that is going to be the case, to a certain extent, with flower seeds. Some of America's European purchasers will certainly not be in the market. The effect should therefore be to send prices down, on this account.

Seed men generally have not found business too bad, despite the unsettled condition of trade. Of course, theirs is a different business to some others, in that they have a few weeks when they really do a very large business while the rest of the year is more or less dull. They have, therefore, to make hay while the sun shines. This is partially reflected in the trade of the retailer carrying seeds. There are only certain times in the year when he can mak good on them but at those times, he should reap enough of a harvest to pay him for carrying stocks for the balance of the twelve months when there is little demand.

The Clerks' Page

FARRINGTON PHILOSOPHY.

To act independently with a customer is to give the impression that you don't care whether he buys or not. In such a case he usually will not.

Don't insist on doing anything the good old way you always have done it if a better way has been discovered.

Can a stingy man get the reputation for running a store in a generous way and with a generous policy? Will a stingy man ever run a store in that way?

It is all right to follow the "Fight it out on this line if it takes all summer" policy unless there is some other line you can adopt that will prove easier going.

Don't stick to any rule against your own judgment merely because you have made it a rule and hate to change.

Don't stop with being honest with your customers and with your fellow business men, employees or employer; be honest with yourself as well.

What a customer expects to pay in making a certain purchase and what he is willing to pay may be two different prices. It is up to the salesman to find out.

We think rather too much of the trade of the rich man and his family. Most of the money spent in your store and mine is that of the comparatively poor.

Special sales are successful just about in proportion as the selling force of the store takes an active interest in their success.

The best advertising is the kind that is so simple that it seems strange that it pulls the way it does. The average reader understands simple language best.

You lose opportunities and probably actual money every time you throw a trade paper unread into the waste basket.

Don't lose any sleep over your inability to devise new and unheard of advertising schemes. Use the tried and proved plans and you will come out all right.

Some people have the idea that the one who can talk loudest will win the argument. Loud talk has no place in a store.

Is it any less dishonest to help yourself to a nickel's worth of goods twenty times in a month than to a dollar's worth at one time?

A SALESMAN WHO READS.

A. W. Ellingham, salesman with Andrew Schaab, general merchant, Wilkie, Sask., writes Canadian Grocer as follows: "Mr. Schaab takes two of your papers and hands them over to me to read when they come in. I might say I would not be without them as they have a lot of good reading for any salesman. Canadian Grocer is interesting from start to finish. I always keep it on file for reference re market reports and ideas of other grocers."

ARE YOU THERE?

My friend, have you heard of the Town of Yawn,
On the banks of the River Slow,
Where blooms the Waitawhile Flower fair,
Where the Sometimeorother scents the air,
And the soft Goeasys grow?

It lies in the valley of Whatstheuse,
In the Province of Letherslide;
That Tired Feeling is native there,
It's the home of the listless Idonteare,
Where the Putitoffs abide.

The Putitoffs smile when we ask them to join,
And they say they will do it to-morrow;
And so they delay from day to day,
Till death cycles up and takes them away,
And their families beg, steal or borrow.

THE ENCYCLOPEDIA

BRAZIL NUTS.

Brazil nuts, sometimes called cream nuts and Para nuts, are the fruit of a large tree native to Brazil and Guiana, in South America. The nuts are brown and wrinkled in appearance, triangular in shape, with hard shells and white kernels of very agreeable taste. They grow encased and packed in round seed-vessels, varying in size from that of a cocoanut to some as large as a man's head, and so hard that a sledge hammer is required to break them. They are commonly called "nigger toes," on account of their color and shape.

THE WALNUT.

The walnut is the nut fruit of a large tree extensively cultivated in many parts of the world. France furnishes the big percentage of the walnuts imported, the bulk of the balance coming to America from Italy, with lesser quantities from Chile, Turkey, Austria, etc.

French walnuts are generally known as Grenobles, sub-divided into two principal grades, pure "Mayettes" and "Commercials," the latter including Marlots, Cornes, Lots, Cahors, etc. The best Italian are those known as Sorrentos.

The type always understood commercially under the general name of "walnut" is that formerly known as the "English walnut." The California orchards have been developed from imported stock of that variety and these now supply nearly half of the U.S. consumption.

The two principal varieties of native American walnuts are the black, which offers nut-meat excellent in quality, but contained in woody receptacles so strong that nut-picks are required to extract it, and the American "white walnut," which is more generally known as the butternut, and which is even more toughly coated.

If catering to good class trade, one should select medium-large nuts, of uniform size—this adds greatly to their attractiveness—and thin, smooth, light-colored shells of nice shiny appearance. The stock must always be kept in a cool dry place and protected from rats.

The green nuts, gathered before the inner shells harden make excellent pickles. The kernels are also pressed for oil, the husks and the juice of the green fruits are used in the manufacture of hair and other dyes, and the bruised leaves have an aromatic odor which drives away moths.

Current News

Quebec and Maritime Provinces.

J. D. Grant of Grant & McIntyre, general merchants, Apple Hill, Que., died recently.

Advices to Montreal say that the Canadian Railways are considering the raising of their freight rates on goods being exported to America by five per cent. early in the new year. This will correspond with the increase sanctioned by the Interstate Commerce Commission for all goods except coal and iron ore exported from the United States into Canada. The latter increase will come into effect on January 15, after ten days' notice has been given, but owing to the Dominion Railway Commission requiring thirty days' notice of any change, it is not anticipated that the Canadian roads will increase their charges until the middle of February.

Ontario.

F. E. Farley, grocer, Toronto, has disposed of his business.

J. H. Dean, a Toronto grocer, has disposed of his business.

C. Ross & Son, grocers, London, Ont., have sold to W. J. Higgins.

R. A. Lawson, grocer, Bracebridge, Ont., has sold to F. M. Higgins.

Margaret Leith, grocer, Caledonia, Ont., sustained a fire loss recently.

The general store stock of W. T. Lambe & Co., Oakburn, Ont., has been sold.

J. S. Wilkie, general merchant, Alvinston, Ont., has sold to R. J. Nicholson.

Ronald MacKenzie, general merchant, Putnam, Ont., has sold to Margaret MacKenzie.

T. H. Jones has purchased a general store at Petrolia, Ont., and will move there from Blenheim.

J. E. Beacock & Son, general merchants, Myrtle, Ont., are advertising their business for sale.

J. A. Gillett, proprietor of the Red Star Grocery, Aylmer, Ont., has added three silent salesmen to his equipment.

The Sweatmeat Company, Limited, has been granted a Dominion charter to manufacture and deal in confectionery, jams, jellies, etc., with head offices in Peterborough, Ont.

A. B. Scott, grocer, Smith's Falls, Ont., was presented by his clerks with a handsome hall-rack as an expression of the kindly feeling existing between him and his staff.

A general store and post office at Glen Buell, near Brockville, Ont., was completely destroyed by fire on Sunday morning, proprietor C. J. Gilroy losing everything. He was burned about the head and face in escaping.

Joseph Brown, grocer, of Lindsay, Ont., who for five years has filled the office of Reeve for the village of Sturgeon Point, this year resigned in favor of J. D. Flavelle. Mr. Brown has been for nine successive years one of the aldermen of the village, receiving the position each time by acclamation.

Fire was discovered in Lemon Bros.'s store, Colborne, Ont., about four o'clock New Year's morning. The family living over the store was awakened by the smell of smoke, and gave the alarm. With the assistance of the citizens, the flames were extinguished after causing damage to stock about fifteen hundred dollars. Upon investigating, it was found the store had been broken into. The account register being locked with staple and padlock, was broken into but no accounts destroyed. Fire had been set directly under the register in the shelving, also on the counter in pyramids of corn flakes and other cereals.

Word has been received in Toronto that the new scale of tariffs, in accordance with the five per cent. increase recently granted the eastern railroads by the Interstate Commerce Commission affeting Canadian points, will become effective on January 15. According to representations of the Traffic Department of the Toronto Board of Trade, the new schedule from American points to Canada has not yet been endorsed by the Dominion Railway Commission, and it is quite possible that exception will be taken by Canadian firms on the ground that the new rates are not in conformity with those recently acquiesced in by the American and Canadian Commissions.

A delegation of the retail merchants' association of Fort William, Ont., waited upon the mayor and council recently to enter a protest against the assessment that prevails in the city and the consequent large rentals that are charged to the retail merchants. G. E. Chapple acted as spokesman for the delegation and intimated that this was an attempt to find out what was wrong with the policy of the city, and to guide the retailers in the exercise of their franchise, according to what measure of redress would be promised. Mayor Young advised the retailers to send a recommendation to the council,although the assessment was not a matter that rested upon the council but with the assessor, and, by having the right of appeal, every man was constituted his own assessor. If the grievance was placed in writing and sent to the council he was sure that the complaints of the retail merchants would receive the best consideration. Mr. Chapple was informed that the assessor was instructed by the council to raise a certain amount of revenue and that he had to obey orders.

Western Canada.

Stevens & Quelch, grocers, Buttress, Sask., have resumed business.

T. J. Metheral & Co., general merchants, Forward, Sask., sustained a fire loss recently.

Lethbridge, Alta., is expecting to get the Cream of Wheat Products Company of Minneapolis, to locate there.

The Portage Trading Co., Portage la Prairie, Man., has been succeeded by the Portage Supply Co.

The Knight sugar factory at Raymond, Alberta, has delayed its decision to move pending an immediate guarantee that the ray product in South Alberta will be forthcoming.

A. Macdonald, wholesale grocer, Winnipeg, has sent $1,000 to Vancouver for distribution among needy persons there. Authorization to appropriate the fund was this morning received by W. G. Barclay, manager of the Barclay Co. in Vancouver.

Fire destroyed the building and contents of the general store owned by V. D. Etchegoyne, Whitewood, Sask. The loss in stock is estimated at about $25,000 with an insurance of $10,000. The building had a valuation of about $3,000, with no insurance.

A. B. Hudson of Lumsden, near Craik, Sask., has become proprietor of the Anderson Supply Co., formerly owned by S. H. Harrop. Mr. Hudson has had many years' experience in the general store business, having been in business in Lumsden and a number of other places.

Flour Up 50c.: Sultanas Scarce: Brazils Lower

Currants Are Cheaper, Though Not Down to Recent Low Level —Valencia Raisins May Advance—Sultana Stocks Gravely Light —Tea Remains Firm—Little Business Moving—View of Stock-Taking Operations.

Office of Publication, Toronto, January 7th, 1914.

FLOUR holds the centre of the stage in the grocery markets this week with an advance of 50 cents per barrel on Wednesday afternoon. This rise did not come as any surprise, as the wheat market has been exceedingly firm of late. In fact it was a wonder to many why the advance did not come along even sooner. January wheat in Winnipeg was sold on Tuesday at $1.28, and May at around $1.33, while in Toronto the price of No. 1 Northern touched a high point at $1.40. Flour is now higher than it has been for many years, due of course to the upsetting of the natural channels of trade by the war. There seems little reason to expect lower prices in the immediate future, but it is difficult to say what will happen should the war terminate before seeding time or should Russia secure free passage for her wheat through the Baltic and the Dardanelles.

Sultana and Valencia raisins are getting squeezed into small compass. Since Turkey entered the war the importations of Sultanas of course stopped, and just as soon as the stocks that were on hand or afloat at the time, have been consumed, there will be no more until the war has come to an end. Valencias are exceedingly short and it begins to look as if they too would soon be all in retailers' hands.

As Canadian Grocer has stated frequently on this page, would be the case, prices of nuts following the holiday trade have declined. Brazils are away down from the high figure, and now that the Christmas baking is over for another year, shelled walnuts and almonds are much cheaper. Of course if it had not been for the fact that supplies of these were held up during December by the dockmen's strike at Liverpool, they would never have soared to the heights they did.

There is nothing new in sugar. The market, however, has gained a little strength, or at any rate it is not quite so easy as it was following the last decline.

There is yet considerable speculation as to whether there will be a war-tax on tea. Some think there will, while others again think there won't. Perhaps even the Finance Minister doesn't yet know and at any rate it is not likely we shall have anything definite until parliament meets next month and the budget is presented. There is from all accounts some speculation going on in anticipation of a war-tax on this article, but it is not at all general. Apart from the possibility of the tax entirely, the tea market is firm and will likely remain so for some time to come.

New laid eggs are still falling. The mild spell is evidently encouraging the hens to take an optimistic view of the future weather and they are laying some eggs. Wholesale prices are from ten to fifteen cents lower than a month ago.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Flour going up.
- Big mills unchanged.
- Feeds moving fairly well.

PRODUCE AND PROVISIONS—
- New laids down to 45 to 50c.
- Butter is advanced.
- Turkeys hold up well.
- Cheese market firm.

FRUIT AND VEGETABLES—
- Apples still firm.
- Greenings very scarce.
- Tomatoes still 30c.
- Cauliflowers $4 double crate.
- Cucumbers too dear.
- Cabbage $1 per bbl.

FISH AND OYSTERS—
- Frozen halibut easier.
- Lobsters and oysters quiet.
- Extra smelts scarce.
- Fresh steak cod scarce.

GENERAL GROCERIES—
- Walnuts and almonds down.
- Substitutes for sultanas.
- Split peas still dear.
- Figs, dates, currants firm.
- Candied peels unchanged.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour up 50c.
- Good export trade in oats.
- Active demand for bran.

PRODUCE AND PROVISIONS—
- Storage eggs firmer.
- Good export demand.
- Fresh made butter scarce.
- Firm lard market.

FRUIT AND VEGETABLES—
- Cauliflower higher.
- Canadian potatoes weak.
- Pineapples cheaper.
- Cranberries going well.

FISH AND OYSTERS—
- Fresh trout and whitefish.
- Smelts none too plentiful.
- Oysters moving better.
- Little general demand.

GENERAL GROCERIES—
- Probable advance in Valencias.
- Sultanas below production.
- Brazil market flat.
- Currant prices lower.
- Santos coffee easier.

QUEBEC MARKETS.

Montreal, Jan. 7.—One of the Montreal millers has advanced the price of their flour on all grades 30c per barrel, and local representative of a Toronto milling concern announced an advance of 20c per barrel. It was expected that the bigger mills would follow, but at time of writing, while they admitted the market was firm, they had not yet advanced their price.

An advance also took place in the price of hogs, amounting to between 25c and 50c, caused by a scarcity of supplies. Around the middle of the week prices of provisions were firmer all round. New-laid eggs took a considerable drop, receipts being better, whereas September made finest creamery butter jumped to 32c. No further change in sugar took place, but another decline would not surprise the trade here. As announced last week, there will be no more sulphur matches. A new price list has not been issued yet. Lobsters are down 15c per doz.

The nut situation is interesting. Large supplies arrived early in the year, being a glut on the market. Importers were inclined to compel those who had made contracts to fulfil them. Consequently there was a disposition to hold up the market. On the other hand, one of the largest wholesale houses is unable to accept business for new walnuts, not having yet received supplies beyond small quantities for their customers who had bought ahead. These orders have not yet been filled, so that new business cannot be accepted. Orders had been booked ahead at 34c to 36c. Other houses have filled their orders, and are now offering from spot at 32c.

One of the large Montreal houses expect to finish the year even with 1913. When the war broke out, they were $200,000 ahead of the previous year. The following six months, however, made a change. They report that failures in Quebec Province are no more than usual.

They report collections harder to get, their customers asking for more accommodation.

While it is predicted that a tax will be put on tea, Montreal wholesalers are not inclined to take advantage of the situation. One says: "I don't care whether the Government puts a duty on or not. What's the use of loading your customer up with tea and running the chance of disappointing him. When his account is due, he has to pay for it whether there is a duty or not."

SUGAR.—The four refineries—Redpath's, St. Lawrence, Acadia and Wallaceburg, all participated in the 25-cent decline which occurred on December 28. There was nothing in New York to bring about the change, and the situation today does not warrant a further decline; yet the trade is confidently expecting one. No raws are being sold below 3 1/6, while granulated is firm in New York at 4.95. More inquiries are coming in from France and England. No weakness can be seen. There has been a slight improvement in business since the turn of the year, which is only natural, as stocks are being replenished following the taking of inventories.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	5 90
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 50
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lumps—	
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—The trade talks about tea as though it were a foregone conclusion that the Government will impose a duty early in February. Yet this feeling cannot be general, or wholesalers would be buying more freely. Some years ago there was a duty scare in New York, and a huge business was done. Importers were asked if they were banking on a duty. One replied that he had done his best; in fact, he was under-stocked, but would go to the limit if he could get the stock. A prominent wholesaler stated that he understood from the trade that the West and Ontario were buying more than usual in anticipation of a tea tax. It was purely speculation, and as far as he was concerned he did not think that they should speculate—they had never speculated yet on a change of duty. Tea importers report big inquiries from Ontario, and, judging from orders being placed for siftings, they are taking chances on stuff they would not handle if they were not speculating. In the meantime, the London market remains firm. It is firm in Montreal too, but business is inclined to be a little quiet.

DRIED FRUITS.—Several parcels of Sultanas, amounting to about 2,000 boxes, were offered in London this week, and after these are sold there will be few more until the close of the war. Consequently, the trade will fall back entirely on Californias. This has already taken place, the retail trade of this province having already found a good substitute. Those houses who have stocks of Sultanas are quoting 12c to 13c for them. The market for Valencia raisins is fairly strong, as stocks in Montreal are small compared with what they were in previous years. A Montreal house is quoting the wholesale trade 8⅝c Montreal for 4-crate layers, F. W. Rowleys. Little change has yet been made in the price of figs, dates or currants. These markets are firmer than was expected after the holidays. Certain houses have supplies of Sultanas, which they are offering to the trade—loose 10-11½c, and 1-lb. pkgs. 12½-14½c. Candied peels remain firm and quotations are same as before Christmas.

	Per lb.	
EVAPORATED FRUITS.		
Apples, best winter	0 06½	0 07
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	....	0 08½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07¾
Amalias, 1-lb. pkgs.	0 08½	0 08¾
Filiatras, fine, loose, new	....	0 07¾
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 08½
Fards, choicest	....	0 12
Hallowee, loose	....	0 07½
Hallowee, 1-lb. pkgs.	....	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
16 oz. glove boxes, box	....	0 13
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08
Sultana, loose	0 11¾	0 13
Valencia, new	0 08	0 09
Seedless, 16 oz.	....	0 10½
Seedless, 12 oz.	....	0 09
Seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Talking about rice, a prominent man in the trade used this expression: "If there is no change in tariff, prices of rice are likely to go down." This is something new, but when it is considered that the Government has to raise $40,000,000 right at once, it is hard to say what will not be taxed. There is a tax of 50c per bag on imported rice, but none on raw. Of late there has been an easing off in the rice market owing to large crops in some grades. Patna crops are not so good, but Japans are easier. Millers have advised the trade that there will be no advance or decline "just now." Tapioca is stationary, with the London market a shade above New York.

	Per cwt:
Rangoon Rices—	
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Luatre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Pricea are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet bead Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 06¼	0 06

MOLASSES.—Market firm, vut little moving. Country bought liberally when prices were down, and as raw sugar is cheap, with chances of molasses being cheap, there is no inclination for country dealers to buy with the new crop not far away. Opinions are freely expressed that prices will come down. Little is heard yet of offerings for new crop. Buyers are not disposed to take any risks just yet, and planters will not consider anything but high prices for fancy; so that under these conditions there is little chance of any business being done. Wholesalers state that they have enough molasses to keep them going until the new crop arrives.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No diacounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Prices have eased off on some lines and advanced on others, so that the market has not undergone a material change. Business is slightly better than it was in December. While nobody is talking of a further war tax on coffee, there are some who would not be surprised to see the Government double the present tax.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—Certain importers having received new shelled walnuts after the first of the year, are compelling customers to take them at contract prices. In many cases this means that nuts will be sold at a loss, and to make this loss as light as possible, an effort was made early this week to protect wholesalers who had these expensive nuts on their hands, by holding up the market. It is unlikely that this will be successful. A prominent wholesaler is quoting 32c, which will be down to 30c before very long. This is cheap, considering that retailers were paying 47c just before Christmas. Those who contracted ahead secured supplies at 37c, but had to be content with a box at a time, as supplies were coming in so badly. While the opinion is expressed that it would be unwise for wholesalers to bear the market just now, it does not seem that prices could be much lower. Importers have cabled France for further quotations on walnuts for February in view of the situation which has developed. On the other hand, the price of shelled almonds is about the same as it was before Christmas—37c to 38c. These have been in stock for several weeks. Unshelled Grenobles are not so plentiful, one house in particular being out of stock. They are quoted 15½-16½c. Tara almonds are quoted 17c. Brazils and Pecans will not undergo much change. Brazils are cheap as it is. Wholesalers paid 11½c this year, whereas the price a year ago was 20c.

Almonds, Tara	....	0 17
Grenobles, new	0 15½	0 16½
Marbots, new	0 14	0 15
Shelled walnuts, new, per lb.	....	0 32
Shelled almonds, 28-lb. boxes, per lb.	0 37	0 38
Sicily filberts	0 14	0 15
Pecans, large	....	0 18
Brazils, new	....	0 12
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—The situation governing almost everything is healthy. Stocks in New York are limited, and some are scarce. If business should open up big this month, as some people anticipate, some abrupt changes are likely. Firmer markets are noted for the following: Gingers, pimento, cloves and red pepper. There is a moderate demand for black peppers, but buying is sufficient to keep prices steady for spot and early deliveries. Prices are not higher for white peppers, but the market is sentimentally firmer on better inquiries for spot. Spot cloves are practically out of brokers' hands, which is a most unusual condition for this season, when there are usually heavy arrivals of new crop. Pimento is fractionally higher. Mombassa red peppers are practically out of stock, and sharply higher. Prices of cassias are a shade above the low level of last week. All grades of gingers are distinctly firmer, with demand on the increase. All grades of nutmegs are quiet and unchanged.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 24	0 80—0 90	0 90—1 00
Pepper, white	0 32—0 33	1 05—1 10	1 1—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, oulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—Split peas are hard to get, and the trade is buying only in small quantities. They are paying as high as $4.50 and $4.75, which means that the retailer must pay $5.25. Green peas are all too high to permit big business. Canadian Beauties are also hard to get. Last year the wholesale trade was paying $1.75 to $1.80 for good soup peas, but this year, with all German competition gone, the price is $2.25 to $2.30. Wholesalers can buy 3-lb. pickers for $2.35, which is about as low as beans have gone this season.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, white, per bushel	....	2 65
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 85	3 00
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

ONTARIO MARKETS.

Toronto, Jan. 7.—Conditions in the wholesale trade just now are not too encouraging. Stock-taking by retailers is not yet through, and little business is looked for until it is. The feeling on the Street is one of optimism—it always is at the beginning of another year, but it may be that the optimist these days must have the added virtue of patience. Buying continues hand-to-mouth in character. Of necessity this is the case. The retailer says that the consumer is tight. It is hard to get money from him and in consequence the retailer does not feel inclined to carry any surplus stocks. It is wise to face the facts. Retrenchments will be the order of the day in many lines of trade, and the only way to meet it is to cut out unnecessary expenditure and go harder after business than ever.

There is one good feature, and it should be noted. Payments are coming in well. There is a praiseworthy disposition on the part of most retailers, while buying in small quantities, to pay for what they buy. There are surprisingly few bad debts. The retailer in the majority of cases would rather cancel his order than leave himself in debt and the wholesaler in the hole.

The situation in tea is encouraging. Tea is not a criterion of other grocery lines. It is a law unto itself. At the same time one tea house told the Grocer that they are having a better week this week than at any time during their history. Order after order is coming in, and it keeps them busy knowing how to fill them. People keep on drinking tea. It is singular that while there has been a marked reduction in the amount of sugar consumed by the public and by the quantities of milk drunk, economy is not being shown in tea.

A talk with an importer revealed a situation in Valencia raisins which gives the retailer his chance. Any retailer is safe in buying what he can of this line right now. The Spanish crop is virtually exhausted; the market in London is markedly higher, and there are light stocks on this side. Without doubt the price will advance in a week or two, and the man who takes the tide at the flood will prove himself justified.

SUGAR.—There is little to report. Prices show no tendency to drop lower although the market is quiet and there is little demand. Sellers are holding off tempting offers that do not exactly meet their prices. A miss is as good as a mile. If a buyer can offer 3 cents he can offer three and one-sixteenth cents: that is the position of the seller. Export market shows up in somewhat better light. The Cuban crop is evidently interesting to Europeans, and New York, while by no means firm, is hopeful that January may prove a good month, in which case prices will harden. Whether this will affect Canada or not remains to be seen. The sugar market in Canada no longer follows New York blindfold; to change the simile, it may be characterized as somewhat of a jig-saw puzzle.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 36
20 lb. bags	6 46
10 lb. bags	6 31
2 and 5-lb. cartons	6 65
Nova Scotia refined, 100-lb. bags	6 26
Extra Ground Sugars—	
Barrels	6 76
50 lb. boxes	6 94
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 56
50 lb. boxes	6 76
25 lb. boxes	6 96
Crystal Diamonds—	
Barrels	7 11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lumps—	
100 lb. boxes	7 11
50 lb. boxes	7 21
25 lb. boxes	7 41
Cartons (20 to case)	7 66
Cartons (50 to case)	8 16
Crystal Dominoes, cartons	8 26
Yellow Sugars—	
No. 1	5 96

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Prices remain firm, and show no sign of loosening. All round it seems to be the opinion that we shall not see lower prices until this time next year when the new Indian crop comes in: even then—if the war continues—no one can prophesy with any degree of accuracy. The sinking of the two ships which carried nine million pounds of tea was a serious item. This sort of thing is

bound to have an effect. Some statistics with regard to the London market, as it is now and as it has been in former years, show why prices are so high. Buyers are clamoring for tea, but very obviously, when there is less supply, the price is bound to advance. The tea market for some time has provided a lesson in barometries.

Exports of tea from England in November were 4 million pounds more than during the same month last year, and the total stock of tea in London is seriously depleted, being only 75 million pounds at the end of November, whereas at the same time last year it was 125 million pounds, and in 1912, 132 million pounds.

Public auctions of tea show a heavy falling off contrasted with last year. Heavy Government purchases have helped the market, and the great increase in exports has caused inflation of values. The effect of the increase in duties in England has caused the demand to run on low grades.

DRIED FRUITS. — While general trade is reported quiet—due to the engagement by retailers in stock-taking—some price changes are noteworthy. Currants are down. Prices are lower though they are not lower than recent purchasing levels. It will be remembered that they appreciated sharply, and it is only from these figures that they show a declension. Filiatras are worth 6½ and 7 cents a pound. Other lines are in proportion. There is a big consumers' demand, but little on account of buyers. Sultanas have advanced two cents, 12 to 13 cents for choice, and 14 to 16 cents for fancy now being quoted. Here the retailer will do well to buy while he can. There are few Sultanas anywhere. It is said that what few there are are now being sold under cost of production which has materially advanced under war conditions. Seedless and seeded raisins are in a strong position. The advance of a quarter of a cent a pound is in effect, and demand is heavy. Stocks are exceedingly light, and while the big Christmas need for these lines is done with, they are in pretty strong regular demand. Prunes are firm at existing prices, and may go higher. The original market has advanced. Peaches are up half a cent, and are slowly hardening. There is a fairly constant call just now. There is a fair demand for evaporated apples.

Apricots—		
Apples, evaporated, per lb.	0 06	0 06½
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per bl.	0 06½	0 07
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¾
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 08½	0 09
Seeded, fancy, 1 lb. packets	0 10½	0 10¾
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08¾
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—The Christmas and New Year demand straggled out for a few days but the market is now quiet, with little demand. Brazils are surprisingly flat, and are quoted lower all round. Large washed are now down to 10½ and 11½c, which is a big drop from 13 and 15c. There is no demand, and stocks are heavy. There are reports that some Brazils are being sold as low as 7½c, but this could not be substantiated. Other prices are pretty well maintained; stocks are light.

	Per lb.	
In Sbell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11½	0 12½
Brazils, large, washed, new	0 10½	0 11½
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, band-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Sbelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 48	0 50

SPICES.—There is little doing pending termination of stock-taking. Prices remain the same. Herbs remain unchanged.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 27—0 30
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

BEANS.—Reflecting the general cereal advance over the line, prices for beans have stiffened again, and advanced to level of about a month ago. They dropped before Christmas, when there was no demand, but there is a revival of interest, and they resume their old levels. There are a few split peas, although they are scarce and price is firm.

Beans—	Per bushel.	
Canadian, band picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush	3 00	3 10
Peas, whole, white, per bush	3 00	3 10

COFFEE.—An only fair demand at present is noted, but coffee men think that prices will firm up. Many good coffees are suitable for selling at less than cost of production. Santos shows a slight decrease and we quote it at 15 to 17 cents. It may be obtained, in large shipments, at even less than this, according to one inspector.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Santos	0 16	0 18
Rio	0 18	0 22
Chicory	....	0 14

RICE.—Market is firmer, and demand better. Prices show no change. Tapioca has developed a feverish demand during the week.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—Trade is quiet; prices are holding, but there is little demand as yet. Molasses is quoted as firm. Advices say that Barbadoes crop will be a big one. Advance offers are considerably those mooted some time ago.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 66
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 80
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 96	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12¾
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

CANNED GOODS.

MONTREAL.—Canned salmon is being firmly held. For good first-class Fraser River sockeyes, August 1914 pack, good prices are being asked. They have been higher in past years, but these are not low prices by any means. Coast men somehow do not seem anxious to sell, at least they will not break prices. Only sockeyes seem to be high; the others are easier. Sockeye supplies were not so large, and as it is considered the best, it is in good demand. On the other hand, there is lots of frozen salmon on the market, the price of which is getting less and less.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.

	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 77½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, wbole, blood red, Simcoe	1 00
2's Beets, wbole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, wbole, blood red, Simcoe	1 40
3's Beets, wbole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2'a Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, swcet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 [illegible]½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinacb	1 50
Gal. Spinacb	4 55
3's Squasb	0 97½
Gals. Squasb	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 65
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cberries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cberries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cberries, H.S.	1 62½
Gals. ptd. red cherries	8 62½
Gals. not ptd. red cherries	8 02½
2's Cberries, wblte, ptd. H.S.	1 92½
2's Cberries, wblte, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, wbite, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 32½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, wbite, heavy syrup	1 77½
2½'s Peaches, white, beavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peacbes, yellow, wbole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peacbes, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, beavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, ligbt syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 [illegible]2½
3's Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3'a Plums, Egg, heavy syrup	1 47½
2'a Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, beavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, beavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
2's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

Winnipeg, January 6.—Perhaps from Dec. 15th to January 15th is the quietest period in the year in the wholesale grocery business. The Christmas season, however, was quite satisfactory from the retailers' standpoint, and as a result the stocks bought for this season will not have to be carried over. This, taken in conjunction with the fact that retailers have bought sparingly for some time, indicates that there will be more than the ordinary amount of buying during the next couple of months. Market changes, therefore, at this season, should be of greater interest than usual

SUGAR.—There is absolutely no change on the market this week, moreover, it does not seem likely that any further change will come for some little time.

	Per cwt. in sacks.
Sugar, Eastern—	
Sugar, standard granulated	6 70
Extra ground or icing	6 70
Powdered	6 50
Lump, hard	7 15
Montreal yellow	5 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Barrels, per cwt.	5 55
Halves, 50 lbs., per cwt.	5 60
Bales, 20 lbs., per cwt.	5 65
Powdered, barrels	5 90
Powdered, 50s	5 25
Powdered, 25s	6 55
Icing ,barrels	6 45
Icing, 50s	6 60
Icing, 25s	6 60
Icing, pails	6 50
Cut loaf, barrels	6 30
Cut loaf, 50s	6 55
Cut loaf, 25s	5 80
Sugar, British Columbia—	
Extra standard granulated	5 60
Bar sugar	6 75
Icing sugar	6 95
Powdered sugar	6 75
H. P. lumps	7 45
Yellow	5 95
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	6 65
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 76

DRIED FRUITS.—With one or two exceptions the Christmas lines bought by the retailers have been cleaned up, so that they have little work to do in connection with keeping these goods over for another year. As a matter of fact, the week before Christmas saw a scarcity in a number of these lines. Dealers bought so sparingly early in the season that wholesalers kept their supplies low in order to protect themselves. This resulted in their being unable to fill the heavy orders which came in from city and country during the last few days. Table raisins are now completely off the market. This is the only real change, however, which is noted.

Apples, evaporated, new, 50's	....	0 06½
Apples, evaporated, new, 25's	....	0 07
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 08¾
Fard dates, 12-lb. boxes	....	1 15
Peacbes—		
Standard, 25-lb. boxes	....	0 06¾
Cboice, 25-lb. boxes	....	0 07½
Cboice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
California bleacbed	....	0 11¼
Raisins, Muscatels—		
3 crown loose, 50's	....	....
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08½
70 to 80	....	0 08¾
60 to 70	....	0 09½
50 to 60	....	0 09¾
40 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05¾

BEANS.—Offers being received by wholesalers indicate a steadier tone on this market, and it now seems possible that no further advances will be struck. There seems good reason to believe this, when it is remembered that beans are 60c per bushel up from last year at this time. Foreign hand-picked beans are now practically off the market, and while this week sees quotations on Canadian hand-picked somewhat lower, the price now being generally $3.10.

Though there has been no advance since last week on peas, the market is still very strong, owing to the comparatively low crop, and the heavy export orders. It is very likely that peas will go still higher.

Beans—		
Canadian, hand-picked	....	3 10
3-lb. pickers	....	2 85
California Lima Beans—		
Bag lots	....	0 08¼
Less tban bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	....	5 60
Whole peas, bushel	....	2 50
Sack, 49's	....	2 83

RICE AND TAPIOCA.—No change here since the slight drop in tapioca noted last week.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 04⅝
Siam, per lb.	0 04½	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 04⅞

NUTS.—Dealers may expect that all nut prices will be on a considerably

Fish and Oysters

Fresh Trout and Whitefish; General Trade Quiet

Quietness Reigns in Fish Trade in All Markets — Stocks Are Light; Prices May Shade a Little—Fresh Trout and Whitefish in Toronto—Smelts in Good Demand—Oysters Move More Freely.

MONTREAL.

FISH AND OYSTERS.—The market is without any special feature this week, and a period of quietness is expected. Stocks being held are quite sufficient to allow sagging in prices a little, particularly in eastern frozen fish. Frozen halibut, which it was claimed, was a little scarce, is now somewhat easier owing to good winter fishing. Reports are that good round lots are being offered at better figures. Smelts are not plentiful, but good quantities of No. 1s and small are available. Fresh steak cod is scarce this week, but supplies of haddock are plentiful. However, fresh fishing may come to an end any day, after which supplies will come from the United States. Lobster and oyster trade is now very quiet. All lines of smoked and prepared fish are only enjoying a sorting-up demand. Still, the outlook in general is favorable, and with proper weather a good turnover is expected until Lent.

TORONTO.

FISH AND OYSTERS.—There is nothing new in prices, and little in market conditions, except it be that the average trade of the last two weeks—owing to the absence of fish days—shows little sign of returning to normal activity. Things are quiet. Smelts are in better and better demand, especially in large and extra sizes. The price of 20 cents keeps up. Smelts are none too plentiful. There is a little fresh caught whitefish and trout. This comes from Georgian Bay, and only one or two have it. Supply will cease altogether very shortly, but while it lasts it is preferable to the frozen. Oysters are moving more freely this week. Canadian lobster continues in good demand.

	Montreal	Toronto
SMOKED FISH.		
Haddies, per lb.	.07½	.08-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07	.08-.10
Haddies, fillets, per lb.	.10	.11-.12
Haddies, Ninbe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.50	.12
St. John boaters, 100 in box	1.00	1.00
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20
FROZEN FISH—SEA FISH.		
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Coboes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.04½-.05	.07-.08
Steak codfish, per lb.	.05½-.06	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.12	.16-.20
DRIED AND PREPARED FISH.		
Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15
BULK OYSTERS, CLAMS, ETC.		
Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	...
CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.		
Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	8 00
Live lobsters, medium and large, lb.	0 26	0 40
Live lobsters, medium and large, lb.	0 26	....
Boiled lobsters, medium and large, lb.	0 28	....
Winkles, hush.	2 00	....
Little Necks, per 100	1 25	....
FRESH FISH.		
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06½	0 08—0 09
FROZEN—LAKE AND RIVER.		
White fish, large, per lb.	.10	.10
White fish, small tullibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.08½-.09	.09-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.07-.06
Tom cods, new, per bbl.	2 25	....
PICKLED FISH.		
Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	...
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

FRUIT AND VEGETABLE MARKET.

(Continued from page 32.)

Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	3 75
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	4 00	....
Can., 75-lb. bags	....	1 35
Green peppers, basket	....	0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25

WINNIPEG.

FRUIT.—Business in the city prior to New Years was comparatively satisfactory and from the country perhaps a little better. It cannot be said that buying was quite up to that done during holiday seasons in previous years. A number of changes have been made in price. California lemons are up to $3.75 whereas cranberries are now being quoted by the case at $3.75.

Apples—		
Washington	....	1 25
Apples, bbls.	3 00	4 00
B. C. box apples	....	1 50
Cranberries, case	....	3 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	7 00
Grape fruit	....	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	3 00	3 50
Pears	2 00	3 00

VEGETABLES.—Here the demand has been fair. Especially has there been a large call for celery, lettuce, tomatoes, etc. Tomatoes are now up in price, being quoted at $3 per case.

Celery, California	....	6 00
Cabbages, per lb.	....	0 01¼
Cauliflower, per doz.	....	1 75
Head lettuce, California, per doz.	....	1 00
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	....	1 75
Valencia, per case	....	4 50
Parsley, per doz. bunches	....	0 40
Tomatoes, California, per case	....	3 00
Honey, comb, per case (24 sections)	....	5 50

Produce and Provisions

Creamery Butter Higher; Storage Eggs Firmer

Butter Shows Appreciation in Both Markets—Dairy Butter for Export—New Laid Eggs are Cheaper, But Storage Firmer — American Egg Market is Bullish—Poultry Firm; Light Deliveries. Holdover in California dried fruit not large

MONTREAL.

PROVISIONS.—The trade talks of dearer hogs and higher prices for provisions. This will probably be detained somewhat by dullness following the holidays, although the weather will probably have a further influence on the market. Abattoir fresh killed hogs are still being quoted at $10.50 to $11. No change was made in any of the meats quoted below this week. Lard underwent no change either.

Hams—		
Medium, per lb.		0 17
Large, per lb.		0 16
Backs—		
Plain, bone in		0 21
Boneless		23
Pearmeal		0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll		0 16
Shoulders, bone in		0 15
Shoulders, boneless		0 16½
Cooked Meats—		
Hams, boiled, per lb.		0 24
Hams, roast, per lb.		0 28
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per	bbl.
Heavy short cut mess		27 00
Heavy short cut clear		27 00
Clear fat pork		29 00
Clear pork		26 00
Lard, Pure—		
Tierces, 350 lbs., net		0 12
Tubs, 50 lbs. net		0 12¾
Boxes, 50 lbs. net		0 12¼
Pails, wood, 20 lbs., gross		0 12½
Pails, tin, 20 lbs. gross		0 12
Cases, 10-lb. tins, 60 in case		0 12¾
Cases, 3 and 5-lb tins, 60 in case		0 13
Bricks, 1 lb., eacn		0 13¼
Lard, Compound—		
Tierces, 375 lbs., net		0 09½
Tubs, 50 lbs., net		0 10
Boxes, 50 lbs., net		0 10
Pails, wood, 20 lbs., net		0 10¼
Pails, tin, 20 lbs., gross		0 10¼
Cases, 10-lb. tins, 60 in case		0 11
Cases, 3 and 5-lb. tins, 60 in case		0 11
Bricks, 1 lb., each		0 12
Hogs—		
Dressed, abattoir killed	10 50	11 00

BUTTER.—An advance in the price of finest creamery is one of the features of this week's market, 32c now being quoted for September made, and 30c for winter made. This follows an incursion into this market of American buyers, supplies of good quality butter having run out in the United States. There has been a good demand of late both from outside and local. Receipts have also been short, and stocks of finest lines of butter are short. Considerable dairy butter was shipped to Liverpool last week, but prices on that line are unchanged.

Butter—		
Finest creamery	0 30	0 32
Dairy butter	0 23	0 25

CHEESE.—This market is quiet, but has a strong undertone, owing to the limited supplies available in Canada. Receipts for the past week and for the whole year, show a marked decrease. Prices are the same as a week ago.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—At last new laids have been compelled to decline under the activities of the hen, who has already begun to produce the goods in bigger quantities. Supplies can now be secured 45 to 50c, and probably for 40c by the weekend. Receipts show a marked advance over those received during the same week a year ago. Exportation of eggs to Liverpool continues to give the market a firmer tone than it would otherwise possess. No change has been made in the price of storage eggs, but the market for these remains firm.

Eggs, case lots—		
New laids	0 45	0 50
Selects		0 32
No. 1s		0 28
Splits		0 20

HONEY.—Market continues steady, with only a fair demand.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 15

POULTRY.—The market opened this week with a surprisingly good tone after the holidays, the price of turkeys being maintained higher than would be expected considering the general condition of trade. Following extensive shipping of turkeys to the United States, this market with its lower prices, was somewhat denuded, and better prices were obtained right through the holidays, 22 and 23c being asked. Early this week, the price had only fallen to 20 to 22c. There are very few fresh turkeys on the market. Dressed ducks and geese are holding about the same as during the past week, with little coming in live. Chicken range around 15 to 22c dressed, according to quality. Practically no live chickens arriving. Live chickens are worth 12 to 14 cents.

Fresh Stock—	Live.	Dressed.
Fowl	10—12	12—16
Spring chicken	9—10	12—16
Fancy, crate-fed chickens, 5 lbs.	12—14	16—20
Turkeys, fancy	15—16	20—22
Ducks	12—13	14—15
Geese	13—14	14—15

TORONTO.

PROVISIONS.—There is a little better movement in this trade generally, due to the return to the usual consumption. Christmas and New Year's found poultry displacing provisions to a marked extent. Cooked meats are in demand, which is surprising for this time of the year. Smoked and dry salted meats are in average demand. Lard is much firmer: stocks are scarce.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 15½	0 16
Large, per lb.	0 15	0 15½
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 14	0 14½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 11¾
Pails	0 11½	0 12
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¼	0 09¾
Pails, 20 lbs., per lb.	0 09½	0 10¼
Hogs—		
F.O.B., live, per cwt.		7 45
Live, fed and watered, per cwt.		7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—All grades are firmer, and this is particularly noticeable in choice September creamery. This we quote at 32 to 33. It is likely to remain there,

for this is not a holiday demand. That is done with days ago. Separator and dairy prints are higher at 30 and 28 respectively for the best. Quality of the stuff coming along now is better, though not up to standard. As in Montreal, there is noticeable buying on American account. There is good export demand for dairy.

Butter—		
Creamery prints, fresh made	0 32	0 33
Separator prints	0 28	0 30
Dairy prints, choice	0 27	0 28
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE. — Quietness continues. There is little offering, less for the time of the year than for many seasons. Enquiries come through from England, but would-be importers bark at the prices somewhat, and there is little actual export business being put through. Locally, there is no change in prices or conditions. The market is firm: sellers can afford to wait.

Cheese—		
Old, large	0 17¾	0 18
Old, twins	0 18	0 18½
New, large	0 16¾	0 17
New, twins	0 17	0 17¼

EGGS.—New laids, once having boarded the toboggan, keep right on going down. Drop of five cents is registered this week. All supplies are more plentiful. As to storage, market is very firm, and prices will certainly not emulate those of new laids. American market is distinctly bullish. Export demand is brisk. England is asking for eggs, and exporters are getting 30½ cents net. Stocks, it is said, are light. A decline of one-half cent in recent quotations on storage has not been duplicated. There is no need to shade prices.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 40	0 45
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—Prices are surprisingly firm in this after New Year's week. Deliveries are light, and doubtless that is the reason. In view of the fact that there were few turkeys at Christmas and further impression that there are but few now, some merchants want to know where in the name of the Terrible Turk the birds are. It is all further circumstantial evidence that the farmers put one over, and shipped their Christmas poultry to Buffalo and Niagara. Supplies of geese and duck are light. Chicken is lighter still. There is some venison offering at round about 8 cents a pound. It is thought prices will go higher before they go lower.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 16—0 18
Turkeys, fancy	....—....	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 17
Ducks	0 12—0 13	0 12—0 15
Geese	0 12—0 13	0 15—0 16

WINNIPEG.

PRODUCE.—There has been heavy business done. The market has been rather featureless. Cured meat prices remain firm, as do also lard, but there seems no immediate likelihood of a change.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER.—The demand here has been good, but as yet there is a supply on hand to meet all requirements and as a result no changes have been struck.

Butter—		
Creamery, Manitoba	....	0 30
Dairy	....	0 25
Cooking	0 19	0 21

CHEESE.—No change noted here. The ordering at present is not very large.

Cheese—		
New, large	....	0 16¾
New, twins	....	0 17¼

EGGS.—The market is strong and the demand has been heavy. Owing to exportations supplies are somewhat reduced. Still there has been no upward movement in prices recorded.

Eggs—		
Extra firsts	....	0 28
Checks	0 17	0 18
Extra, in cartons	....	0 30

SHORTENING OF CREDITS.

Vernon, B.C., Jan. 5.—At the last meeting of the local Retail Merchants' Association arrangements were made to have the secretary appointed a notary public so as to enable him the better to attend to the duties devolving on him from time to time.

The main business of the meeting was the discussion of the following resolution:

"Resolved, that owing to present financial conditions, and the curtailing of purchasing terms by the wholesalers, it is deemed advisable to have set terms of credit of thirty days, restricting same with a view to giving our customers better values when possible, and thereby prevent much of our customers' cash being sent to catalogue houses, and we believe this step to be in the best interests of the customers and dealer for the following reasons:

"1st. The merchants will be in a position to meet their obligations.

"2nd. The elimination of bank overdrafts.

"3rd. The buying for cash and securing discounts.

"4th. The reduction of overhead expenses.

"5th. The selling of goods at a closer margin of profit to the customer.

"In view of the mutual benefits resulting from a co-operation of the merchants of this city to secure a more precautionary credit system, we beg to advise you that on and after January 1st, 1915, all accounts will be limited to a cash or strictly thirty days basis. That is to say, all purchases during the month must be paid for not later than the 5th of the month following."

While the resolution brought out a considerable amount of discussion, the sentiment was unanimous in the opinion that a readjustment of credits in the city was absolutely necessary. Long, and in many cases uncertain credits, accompanied by occasional losses, made the conducting of a retail business very ostly, whereas if short term credits were more general it would enable merchants to do business on a closer margin, and would result in better prices for the consumer and more satisfactory conditions for the merchant. It was shown that a cash business would enable merchants to pay cash for their goods, and take cash discounts, as also make unnecessary the loans for the payment of wholesale accounts, on which interest must be paid. And as a rule no interest is charged on overdue accounts of customers, so that this is a distinct loss, and must necessarily add to the overhead cost of doing business.

It was therefore unanimously decided that the conditions in the foregoing resolution would be enforced commencing with the New Year.

The next regular meeting of the association will be held on Tuesday, January 5th, at which a paper will be read outlining the aims and objects of the Retail Merchants' Association, and the benefits to be derived from membership in this organization.

VERSES OF AN EASTERN BARD.

D. Sproule & Company, wholesale fish merchants, Digby, N.S., have sent to the MacLean Publishing Co., their calendar on which is given the folowing prayer, and to which our attention has been drawn:—

THE FISHERMAN'S PRAYER.

Lord, let me catch a school of fish
So large that even I
When talking of it afterwards
Will have no cause to lie.

And let the weather be so nice
That I can ship them without ice;
Send me a buyer who'll pay freight
And furnish boxes free.

And then, Lord, drownd all Germans
In the deep North Sea,
The Kaiser to the North Pole send
There his life to end.

And then, Lord, may the peaceful waters
roll
From Majellan Straits to Germany,
And then, Lord, put the prices up
And I'll contented be.—Amen.

Flour and Cereals

Flour Takes Another Jump of 50c. Per Barrel

Advance Named on Wednesday in Eastern Canada, and Winnipeg is Up Also From 40 to 50 Cents—Good Export Demand for Ontario Wheat—Rolled Oats Firmer—Straight Cars Here and There Take Place of Mixed Cars.

MONTREAL.

FLOUR.—From the condition of the market at the present moment, it hardly seems likely that prices will be lower for some time to come. While business continues to be quiet, the market remains strong, which is a direct result of a strengthening of the wheat market. Everything seems to indicate an advance rather than a decline. Exporters are in the market buying up Ontario wheat at higher prices, which obviously means higher prices for flour. While no change has been made in quotations, exporters are paying the higher prices right and left, amounting to 8 to 10c. per bushel over those of a month ago. The improvement in the demand for spring wheat flour which was noted a week ago has been fully maintained. Lack of ocean freight space is holding considerable business back. Bakers are likely to be in the market soon for supplies, but millers are not disposed to contract for future delivery at present prices.

(Since above was written market advanced 50 cents.)

Manitoba Wheat Flour—	Per bbl.
First patents	7 20
Second patents	6 70
Strong bakers'	6 50

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 00	6 25
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—Now that the holidays are over and less luxuries are eaten, people will turn more to porridge, thus helping the rolled oat market, which has been quiet of late. Some package oats were recently advanced 15c. and 90's in jute are worth $3.20 for small lots, and $3.05 for 25 bags or more.

Cornmeal—	Per 96-lb. sack.	
Gold dust	2 20	2 25
Unbolted	2 05	2 15
Rolled Oats—	90's in jute.	
Small lots	3 20	....
25 bags or more	3 05	....

Rolled oats in cotton sacks, 5 cents more.
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—Despite the fact that large quantities of feeds are being held in Montreal warehouses, there seems little disposition to sell under the market prices. Some dealers have none to offer, which they attribute to a scarcity. Prices are firm under a steady demand from both local and outside buyers. Bran is selling at $25, shorts at $27, and middlings at $30, which prices have prevailed for some weeks.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	31 00
Wheat moulee	33 00
Feed flour	40 00
Mixed chop, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	38 00
Barley chop, ton	36 00
Feed oats, cleaned, Manitoba, bush..	0 68

TORONTO.

FLOUR.—Prices are still firmer, and people are wondering why flour has not been advanced. It has, but only by one big mill; the others are holding off. This concern put up its price 20 cents on Manitoba flour. In view of advance of 9c on wheat during the last few weeks, flour advance is more than due. Probably mills are holding off because they don't know how much to put up their prices. If they raise them 20 cents now, they will probably have to raise further later. A present advance of 40 cents a barrel would be justified, in the opinion of one flour man. Export trade is keeping up last week's revived interest. Ontario winter wheat for export is higher priced; exporters think they can get better figures on their exports.

(Prices went up 50 cents since above was written.)

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	7 30	7 10
Second patent	6 80	6 60
Strong bakers	6 60	6 40

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—The firmer market continues, particularly in rolled oats. There is a splendid export demand in this line, but millers are holding for higher prices, and it looks as though they might get them. At time of writing there is no advance, but any day an advance of 20 cents may be registered. It is belated as it is. Peas are in good demand. Colder weather helps this line materially. There is no change in prices.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—There is an active export demand, particularly for bran. Oats seems to be in disfavor just now. Millers continue to ship mixed cars for the most part, though one or two men report purchases of straight cars. There is a little more feed in the hands of the millers now.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 50	0 51
No. 3, C.W., bay ports	....	0 60

WINNIPEG

FLOUR AND CEREALS.—Flour has advanced 40 to 50 cents. The volume of business is not heavy but it is expected that after the new year there will be a considerable improvement.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	6 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

QUALITY TELLS

That's why we lead in our products. We do not alter quality to suit the price. Our Rolled Oats and Flour are always uniform, irrespective of whether the market is strong or weak.

TILLSON'S ROLLED OATS

and

RAINBOW FLOUR

are as perfect as science and skill can make them. Your customers know this from experimenting with inferior grades, Further, they. insist on

CANADIAN PRODUCTS

MADE IN CANADA

BY CANADIANS

See to it that you do your share to keep Canadian factories busy during these trying times. It helps you.

STOCK TAKING

will soon be over and you will replenish your shelves. Your loyalty can be shown by the way you patronize Canadian manufacturers.

FREE

We will gladly send you a neat window display, charges prepaid, if you will write us. Now is the time to push

TILLSON'S OATS

A FOOD—NOT A FAD.

Canadian Cereal & Flour Mills
LIMITED
TORONTO

WHITE SWAN

Protection Every package plainly marked with an expiry date, after which the Yeast should not be sold or used.

A warranty in each case protecting you against stale goods.

Profit 70%.

Special due bill offer to retailers reduces cost to less than $1.06 per case, whether purchased through the Jobber or direct.

Quality You get your money back if the goods prove unsatisfactory in any way.

Price Regular sized cases, 3 dozen 5c packages, $1.20. (Each case contains one due bill.) Purchase one case at a time and take advantage of the special quantity discount by saving the due bills.

Also packed in trial-sized cartons of one dozen, 45c. We will gladly mail a carton, all charges paid, to start you in on this co-operative plan. We will also supply you with samples for free distribution upon request.

Behind it all there is our reputation for "QUALITY" and "SQUARE DEALING."

Order from your jobber, or direct.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots. Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Utilize our extensive connection——NOW

An intimate relationship with the whole grocery trade from Port Arthur through to the coast. A staff of business-building salesmen, large enough to meet your prospects, not once in a month or six weeks, but—*every few days*. Could any organization be better fitted to place your product quickly, thoroughly, substantially on the whole Western market?

It would take you years to build up the extensive connection our clients now enjoy. It would cost you thousands of dollars to maintain the organization that is building big business for other manufacturers. But you can have this extensive connection, this efficient organization working for you right now at only a fraction of what its service is really worth.

Shall we send you terms and particulars? You'll be under no obligation, so write NOW.

NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND BROKERS

Head Office:—Winnipeg, Man. Branches:—Regina, Saskatoon, Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

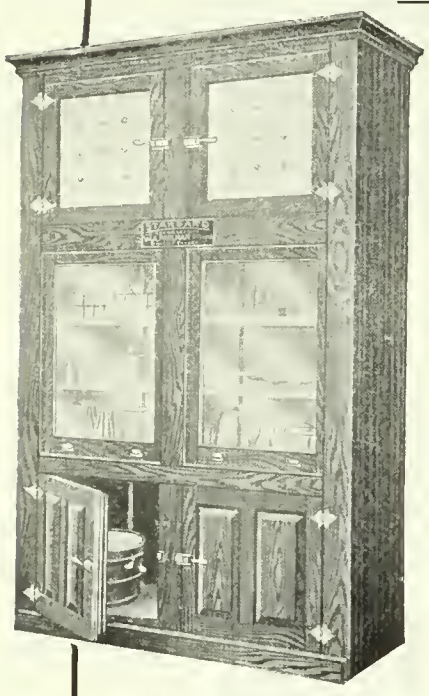
Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

Freeman's Improved Standard

Cold Dr Air **Refrigerator**



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Butchers
Grocers
Creameries
Householders
Restaurants
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and all
Institutions

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The W. A. Freeman Co., Limited

Hamilton **Ontario**

Here's Tangible Appreciation

THAT MEANS BIGGER PROFITS

The unusually heavy sales of Diamond Cleanser have only been realized by the energetic co-operation of Canadian grocers, who have seen in this Canadian product the essentials of a quick-selling, satisfaction-giving staple.

To show our appreciation of their efforts, we are making a special offer, good at any wholesaler, from January 4 to February 15, 1915, inclusive:

1.—With every order for 5 cases of Diamond Cleanser at $2.85 per case, we are including, without charge, one extra case.

2.—With every order for 3 cases at $2.85 per case, we are including, without charge, one extra half-case.

3.—With every order for single case at $3.00, we are including, without charge, six extra tins.

The unprecedented popularity with which Diamond Cleanser has met ensures you quick, easy turnovers, and the special offer adds considerably to your profits. Pick out the order that best suits the possibilities of your field and send through to-day.

Order from your Wholesaler NOW.

STEPHENS, WELCH & CO.

7 Ossington Ave. **Toronto**

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39½
1 lb. tins, 4 doz. to case, weight 80 lbs.	37

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1a, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

Whatever else folk eat, they must eat wheat—see that you are ready with the world's best form of wheat—"FORCE." It's not only good, but it's tasty—delicious, even. And it's the WHOLE wheat.

"The commencement of hostilities."

Wheat foods come and wheat foods go, But "FORCE" goes on forever.

It's because "FORCE" is good—yes. Very nourishing—yes. But that's not all.

People won't always eat a food simply because it's good. But "FORCE" is really delightful to eat. Its crispy, golden flakes, cooked with malt, have a zestful, snappy flavor that must be tasted to be appreciated.

We suggest you apply the test yourself, to-morrow morning at breakfast, Mr. Grocer.

"FORCE"
TOASTED WHEAT FLAKES

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

BUY
STARBRAND
Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Say You Saw It
in
Canadian Grocer

TEA LEAD
(Best Incorrodible)
Buy "PRIDE OF THE ISLAND" Brand
as extensively used for years past by most of the leading packers of Tea in Canada.

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A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
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CECIL T. GORDON, MONTREAL

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company
MONTREAL

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0.90
List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straigbt.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Raspberry, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Cbocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peacb, contains 2 doz	1 80

Weigbt, 8 lbs. to case, Freigbt rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Cbocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptba as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE

Single Cases, 4 doz	$3 50
5 case lots, 4 doz	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 wbite or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 wbite	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. cbrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starcb	.06½
(120-lb. boxes ¼c higber.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starcb—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality Wbite Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily Wbite Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.

Are You One of the Capable Men of Your Locality?

Does your present income permit you to enjoy all the every-day luxuries, an occasional vacation trip, a new watch, bicycle, or possibly an extra fall suit?

We are anxious to appoint a capable man in your district to represent MacLean's and The Farmer's Magazine.

In all parts of the country hundreds of energetic men are representing our publications, supplementing limited home incomes, or, in other cases, making this work their only vocation. Some of them earn more than managers of leading concerns.

The work is enjoyable, keeping you out of doors and in touch with the activities of the community. You will not be a canvasser, for as a representative of MacLean's or Farmer's Magazine you will be received as one of the successful, capable men of the community. Consequently your success is assured from the very start.

On each order, new or renewal, you will receive a definite commission, so that your salary will be gauged entirely by your efforts. No previous business experience is necessary. We coach you and co-operate with you at all times. If you will write us to-day, we will gladly tell you further about the work.

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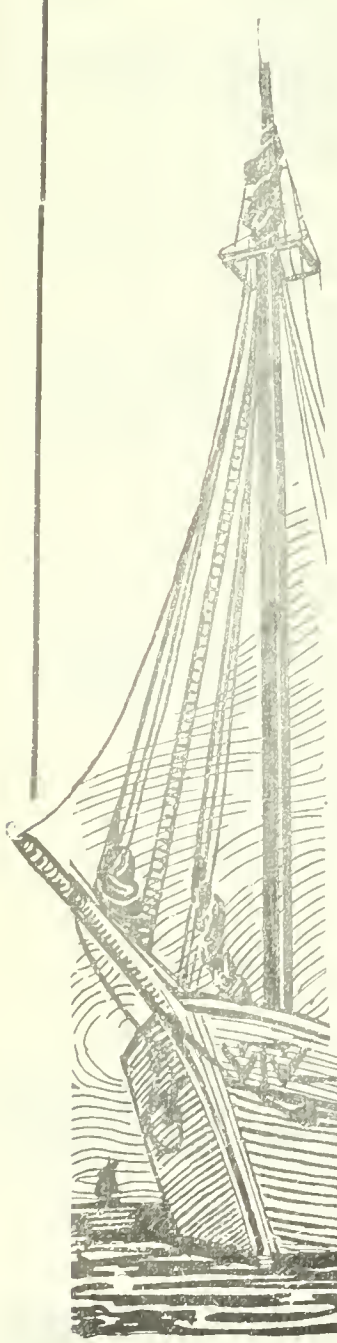
143-153 UNIVERSITY AVE. **TORONTO, CANADA**

The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.



For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

¼ Oil Sardines,
¾ Mustard Sardines,
Kippered Herring,
Herring in Tomato Sauce,
Finnan Haddies (oval and round tins)
Clams,
Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

Connors Bros.
Limited
Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.
In boxes only.

Packed as follows:	
5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Palls, 38½ lbs.	1 95
Palls, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES
"THISTLE" BRAND.
A. P. TIPPET & CO., Agents

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.
Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.
JAMS AND JELLIES.

2's	$2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited.
Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 33
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UPTON'S

White Clover Honey

The government report just issued gives it the highest standard of purity.

Order from your jobber or write us for price list

The T. Upton Co., Limited
ST. CATHARINES

Factories at Hamilton and St. Catharines

Extra Fancy Celery

From California

Fresh car just received, running 6, 6½, 7 doz. to crate, with a few 5s.

The quality is very fine—crisp and well-bleached. Prices lower. Demand good.

Order some to-day.

We have also just received a big lot of

Yellow Danver Onions

Put up in 100-lb. sacks. Absolutely sound, well-cured stock.

THE HOUSE OF QUALITY

Hugh Walker & Son
Established 1861
Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg.	- -	$4.50
" 2	"	4	"	- -	4.00
" 3	"	4	"	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

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FOR AGENCY, WRITE

THE MERITOL CHEMICAL CO.

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SUCHARD'S COCOA

The Highest Quality

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"Quality" Cocoa

On Sale Anywhere.

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BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

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Don't miss our FREE DEAL on

EPPS'S COCOA

in the new style tins.

Write to-day for particulars.

FEARMAN BROS., - - 66 YORK ST., HAMILTON, ONT.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....

With (Name of firm) .....

Street .....

City or town .....Prov.....

The Taste that Satisfies

is the taste that brings new custom coming back to your store. Once you start pushing Chocolate Turkish Delight with real vigor, you'll find a very appreciable increase in profits and volume of regular business. Feature it today.

Oriental Produce Co.,
Montreal

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

A want ad. in this paper will bring replies from all parts of Canada.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to he forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule he overlooked. Advertisements received without remittance cannot he acknowledged.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queenshoro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

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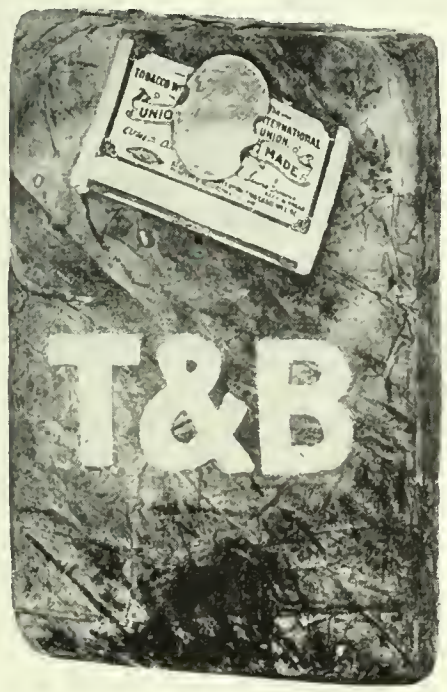

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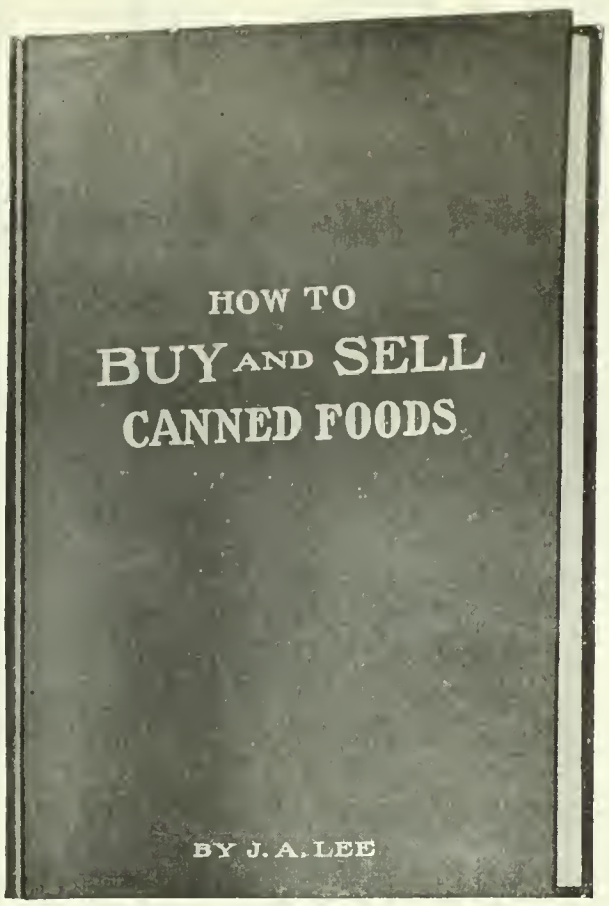

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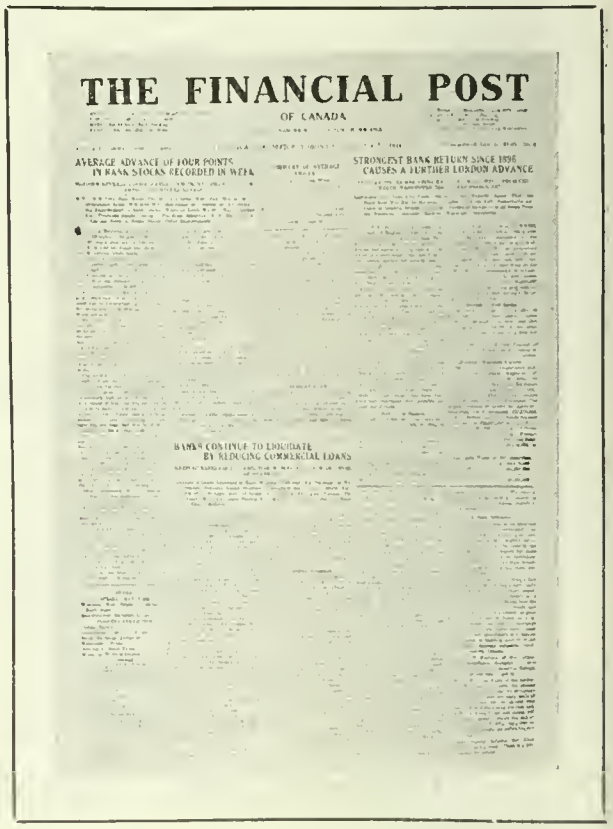
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Vol. XXIX PUBLICATION OFFICE: TORONTO, JANUARY 15, 1915 No. 3

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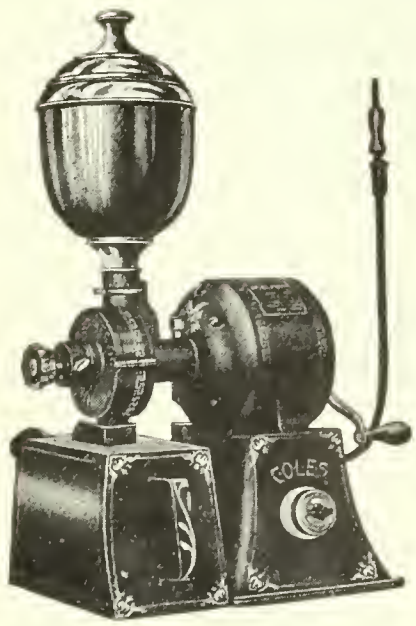

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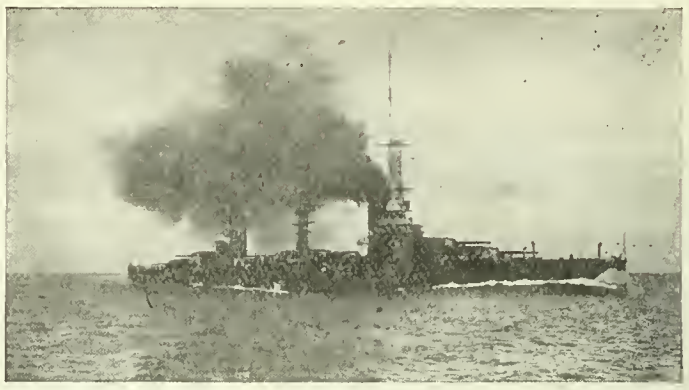

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If everybody in Canada ate *E.D.S. Jams and Jellies* the increased demand would not interfere with their high standard

Never since the first jar of E.D.S. Jam was sealed ready for sale has there been an iota of change in the quality—never has it been anything but freshly picked fruits, pure cane sugar and mountain spring water — processed under the most sanitary conditions by expert preservers. These famous Canadian jams and jellies put up in Canada's richest fruit belt — the Niagara Valley, are known to almost every housewife in the Dominion—their superior quality and undeniable purity are household words.

Sell E.D.S. Products and help keep Canadians employed and Canadian money in circulation in our own country. E.D.S. Products are absolutely Canadian-made, from the fruit to the containers and labels.

Push E.D.S. Jams and Jellies During 1915.
They're Money Makers.

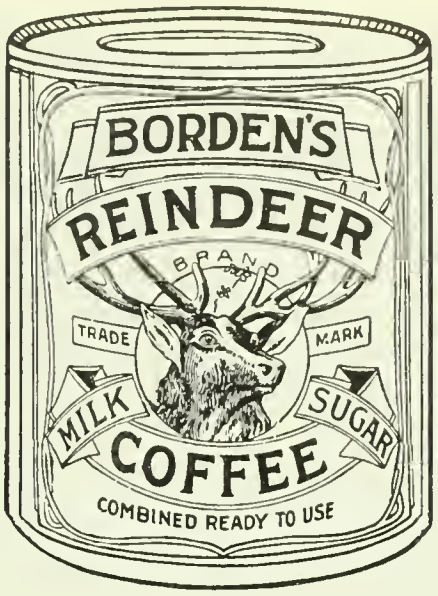
MADE ONLY BY:

E. D. Smith & Son
LIMITED

Winona, Ontario

Agents

Newton A. Hill	Toronto
W. H. Dunn	Montreal
Mason & Hickey	Winnipeg
R. B. Colwell	Halifax, N.S.
A. P. Armstrong	Sydney, N.S.



Make the Social Season Bring You Better Custom

Every social function in your locality, every little house party, every church social, club night or entertainment brings with it unbounded opportunities to push Coffee or Cocoa that is a convenience as well as a delight.

Nothing fits the bill quite so thoroughly as Borden's Reindeer Brand Coffee and Cocoa. Made in an instant, merely with the addition of water—no milk, no sugar. Their apparent economy, deliciousness and trouble-saving features will bring you increased custom for daily consumption.

Why let these social events continue to slip by without one supreme effort for better custom? Get up an impressive display *today* and make the most of the Borden Lines.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

Are You One of the Capable Men of Your Locality?

Does your present income permit you to enjoy all the every-day luxuries, an occasional vacation trip, a new watch, bicycle, or possibly an extra fall suit?

We are anxious to appoint a capable man in your district to represent MacLean's and The Farmer's Magazine.

In all parts of the country hundreds of energetic men are representing our publications, supplementing limited home incomes, or, in other cases, making this work their only vocation. Some of them earn more than managers of leading concerns.

The work is enjoyable, keeping you out of doors and in touch with the activities of the community. You will not be a canvasser, for as a representative of MacLean's or Farmer's Magazine you will be received as one of the successful, capable men of the community. Consequently your success is assured from the very start.

On each order, new or renewal, you will receive a definite commission, so that your salary will be gauged entirely by your efforts. No previous business experience is necessary. We coach you and co-operate with you at all times. If you will write us to-day, we will gladly tell you further about the work.

Do not delay Writing

The MacLean Publishing Company, Limited
143-153 UNIVERSITY AVE. **TORONTO, CANADA**

Stocks speedily reduced, grocers incessantly re-ordering, and each new reorder increasing in size.

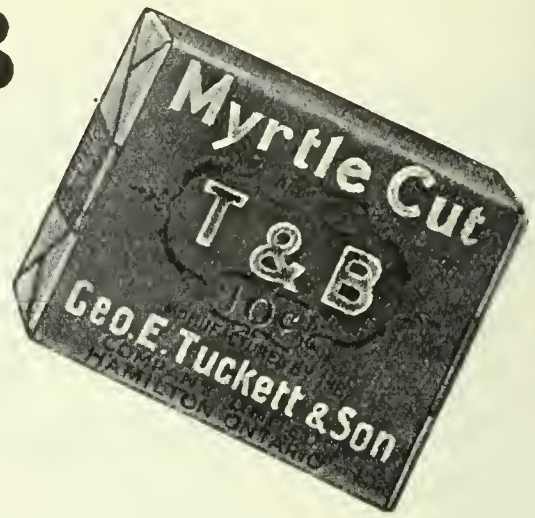
– that's the result of featuring the standard of quality and deliciousness—

Simcoe Baked Beans

They make excellent selling by the case.

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

Ye Olde Time T & B



It's over half a century since T. and B. Myrtle Cut was first introduced to the now-old men of Canada. For over fifty years this tobacco has never varied one iota from its original high quality—it's still the sun-cured, mellowed, Virginia leaf. It's real tobacco and **your wholesaler carries it. Stock up now.**

When the quality of T. and B. Myrtle Cut changes it will be when there's no more Virginia tobacco.

Tuckett, Limited

HAMILTON

The Original Optimist

ROBINSON CRUSOE was the Original Optimist. Times looked bad for Robinson—couldn't have looked much worse. But he didn't say "What's the Use"; didn't lie down, whimper, kick, and growl at destiny.

No, Crusoe used his *head;* he *thought*—then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally it came to him in a flash—"I have it," said Robinson,—*"I'll advertise."*

A thousand miles from nowhere—a possible buyer coming within reading distance of his ad every few years—that was Robinson's outlook. It was hard times,—business depression, a stringent money market,—also what Sherman said about war.

But Crusoe, as before mentioned, was an Optimist, also a believer in persistent advertising.

He wanted a ship—how would he get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy" — put up another shirt. Yes, times were hard—awful hard; but Crusoe won out—he got his ship—and he did it by *persistent advertising.*

Crusoe was the original Optimist.

COPPER SILVER GOLD

Prepared in Copper Kettles.

Boiled in Silver Pans.

Packed in Gold-Lined Pails and Glass.

WAGSTAFFE'S

Pure Seville Orange Marmalade and Jelly Shred Marmalade, Season 1915, now ready for delivery.

Buy

Made in Canada

Goods

Mr. Grocer,

Note the contented smile; everybody satisfied that uses

Wagstaffe's

Pure Orange Marmalade

WAR PRICES on Wagstaffe's Marmalade, Sugar 2 cents per pound dearer. **WAGSTAFFE'S** Marmalade has not **advanced.** The same price as last year. It will pay you to stock same. Buy Canadian products.

Wagstaffe Limited

HAMILTON **ONTARIO**

'CAMP' COFFEE *Stands on its* MERITS

It Appeals to the Public

because of its exquisite flavour and the ease and swiftness with which it can be perfectly prepared.

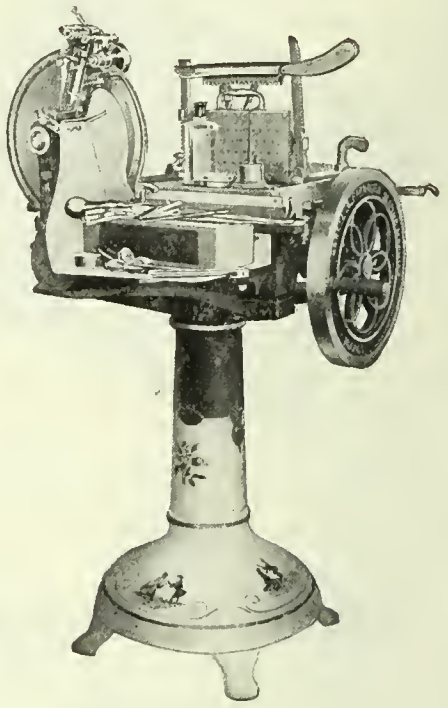
R. Paterson & Sons
Coffee Specialists
Glasgow

It should appeal to you

because it is the most popular of all coffee essences; because it means quick sales, big sales, and good profits.

Ask your Wholesale House

VAN BERKEL SLICING MACHINE



Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

ROCK CITY LINES

Pay Big

Fine, mild flavor, rich aroma, and uniform excellence took but a short time to establish the Rock City Lines as the unquestioned favorites of Canadian smokers. Coupled with the good profit they afford, these repeat-order tobaccos are proving mighty big profit-earners for many Canadian grocers. Push them yourself to-day.

Rock City Tobacco Co., Limited
QUEBEC and WINNIPEG

GIPSY
Stove Gloss

is in the best stores because it attracts the best customers.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

How Much is Your Patriotism Worth?

Canadian manufacturers are doing their duty under present stress in endeavoring to keep plants running and men employed regardless of profits.

Good Canadians will show enlightened patriotism, as well as sound business common sense, by buying only "Made in Canada" goods, thus building up their own prosperity and looking after those who remain at home.

Richards Pure Soap Co.,
LIMITED

Woodstock, Ontario

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

LET US TURN A NEW LEAF

Take Advantage of Good Offers

JUST RECEIVED FROM FRANCE

A shipment of fine French Peas,
L. A. PRICE & Cie, Bordeaux, France.
300 Cases, including:
Moyens,
Fins,
Mi-Fins,
Tres Fins,
Extra Fins.

Prices very reasonable. Freight paid in 5 cs. lot, up to 50c per 100 lbs.

English Chloride of Lime Has Advanced
We are Still Offering at the Same Price

UNITED ALKALI CO., LIVERPOOL, ENGLAND

1-lb. tins, cases 4 doz., 5 gross	$9.75	gross
½-lb. tins, cases 4 doz., 5 gross	5.75	gross
¼-lb. tins, cases 4 doz., 5 gross	4.00	gross
25-lb. drums	.04	lb.

Purity and strength unexcelled.

SARDINES—No Shortage Here

WE OFFER A GOOD ASSORTMENT

1500 Cases, all sizes and qualities, including:
Canadian, Portuguese,
English and French Spratts,
French, Norwegian,
Pure olive oil and tomato, with and without bones.
¼s (club and dingly), Amer. ¼s and ½s.

California Seeded Raisins—GENUINE SNAP

1000 Boxes Choice, 16 oz. 36 packages, 8½c pack.

DELIVERY EARLY FEBRUARY

TEAS

Don't miss your chance to secure your wants with us. Our stock is large, our prices, *you know, are right.*

LOOK AHEAD! Don't Delay. You May Have a Surprise.

L. CHAPUT, FILS & CIE, Limitée

WHOLESALE GROCERS and IMPORTERS of TEAS, COFFEES, WINES and LIQUORS

2 to 12 DeBresoles Street, MONTREAL

MADE IN CANADA

CLARK'S Peanut Butter

in ¼, ½, and 1 sizes, also in 24 lb. pails.

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST. REMI

The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

GET PRICES FROM YOUR JOBBER OR WRITE US.

W. CLARK, LIMITED, - MONTREAL

Tartan BRAND

THE SIGN OF PURITY

Our annual Tea Sale. All goods bought before advance. If our travellers don't call send for samples—it will pay you.

After-stocktaking bargains. Our travellers have a big list.

'Phone at our expense.

3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

Sanitary Cans

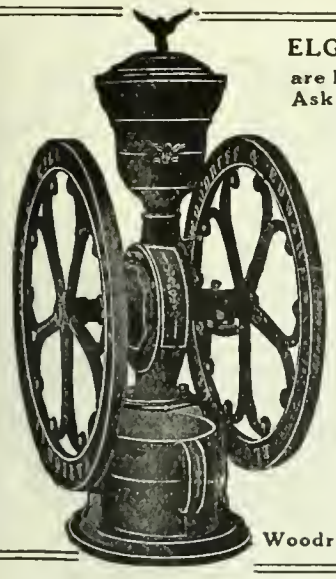
"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO



ELGIN NATIONAL COFFEE MILLS

are handled by the best Canadian Jobbers. Ask your Jobbers for Catalog and Prices.

CALGARY—Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd. EDMONTON—H. H. Cooper & Co.; The A. Macdonald Co.; Revillon Wholesale, Ltd. FERNIE—The Western Canada Wholesale Co., Ltd. HAMILTON—Balfour, Smye & Co.; James Turner & Co.; Macpherson, Glassco & Co.; Walter Woods & Co. LONDON—Gorman, Eckert & Co., Ltd. MONTREAL—L. Chaput, Fils & Cie., Ltd.; Minto Bros.; Canadian Fairbanks Co. (and branches). MOOSE JAW—The Codville Co., Ltd. REGINA—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd. ST. JOHN—Dearborn & Co.; G. E. Barbour Co., Ltd. SASKATOON—Campbell, Wilson & Adams, Ltd.; The Codville Co., Ltd.; North-West Specialty Co. TORONTO—Eby-Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros., Ltd.; Medland Bros., Ltd. VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Empress Mfg. Co., Ltd.; Kelly, Douglas & Co. WINNIPEG—Blue Ribbon, Ltd. (and branches); The Codville Co. (and branches); Walter Woods & Co.

Woodruff & Edwards Co., Elgin, Ill., U. S. A

Popularity That Knows No Off-Day

The big advantage with Bee Brand Jelly Powders is that they know no seasons; are not affected by adverse conditions. Being high value at a nominal price they keep moving quickly when your higher priced lines must collect dust on the shelves. To get the best returns out of Bee Brand Powders, feature them prominently in your store.

FORBES & NADEAU, Montreal, Que.

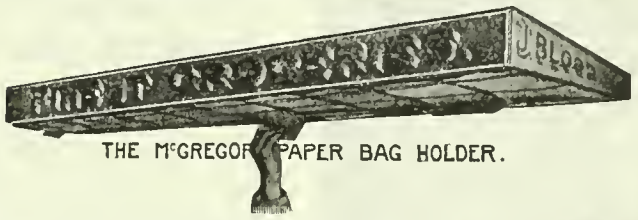
Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.

Ingersoll, Ontario

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class Jobbers or

THE O. P. McGREGOR PAPER CO., LIMITED,

411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Furnivall's FINE FRUIT PURE JAM

Your business grows in proportion to the service it renders. The larger the service the greater the expansion. Our marmalade, made from fresh Seville oranges, is now ready. The purity and fine flavor of FURNIVALL'S marmalade is unsurpassed. Stock up your low lines to-day.

Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Roble St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.

DON'T GUESS

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason.

Put in a stock right away.

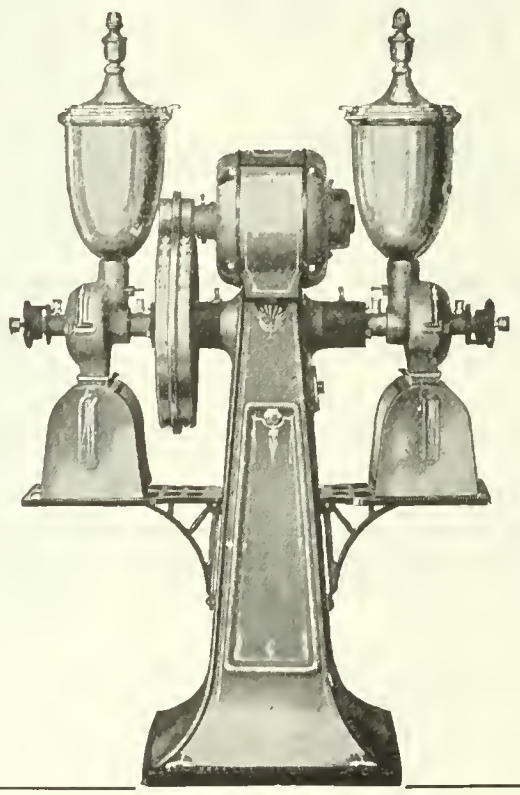
CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland

THE HOBART COFFEE MILL

Proves How Profitable Coffee OUGHT To Be

Proves it through better sales and the greater frequency with which customers return for more "Hobart" ground coffee. You'll realize just how profitable a staple coffee can be when you get



the Hobart Coffee Mill in your store. Interesting catalogue sent on request. Write to-day.

The Hobart Mfg. Co.
105 Church Street, Toronto

Ryan Bros., 110 St. James Street, Winnipeg. Agents for Manitoba, Saskatchewan and Northern Ontario

Fine Quality, Different Flavor, Moderate Price—that's "BORDO" Chocolates

The sweet tooth is a harmless habit that is not easily overcome even in the face of rigid economies. Your patrons may economize in the candy eating by buying lower priced confections, but there are very few who will cut them out altogether.

"Bordo" Chocolates with their fine quality and distinctly different flavor please the people and satisfy their demands at a very moderate price. "Bordo" Chocolates pay you a 60% profit.

Taste and be convinced. **Liberal Free Sample sent on request.**

Packed in 10c packages, ½-lb. boxes, 5-lb. boxes.

The Chocolate that pleases and pays

The Montreal Biscuit Company
The Originators MONTREAL

TEA

Are you buying to the best advantage? If not, start the new year right and send your enquiries to the old established house. Samples and quotations cheerfully given.

John Duncan & Co.

Established 1866 MONTREAL

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Two Good Agencies Wanted for CITY OF OTTAWA
(best of references)
Martin M. Walsh
Care Canadian Grocer

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker and Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG, - MAN.

A want ad. in this paper will bring replies from all parts of Canada.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
512 Board of Trade Bldg., Montreal

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

Under Any Other Name

Red Rose Tea would have won a great success under any other name, because the quality that wins success is in the tea. Red Rose Tea is simply the name by which that distinctive quality is identified —but it is a name that the trade and the public alike have come to look upon with confidence and respect.

RED ROSE TEA

"is good tea"

T. H. ESTABROOKS CO., Limited

St. John, Montreal, Toronto, Winnipeg, Calgary

A SEASONABLE SELLER

Goodwillie's Pure Fruits

In Glass are highest quality packed

Agents:
Rose & Laflamme
Limited
Montreal and Toronto

You can get them from your Wholesaler

Let us place this Case of Fresh Seeds on your Counter.

SELL as many as possible, and the remainder may be returned at the end of the season at our expense. Our compact and attractive display case contains the assortments as above, and you will add many dollars to your profits if you let us send you one or more, as your trade requires, on commission, all charges paid by us.

Wm. Rennie Co., Limited, Toronto

WHITE SWAN

Diet Flour

This is a very special flour that has the hearty recommendation of Canada's leading physicians. A large percentage of the starch has been extracted, which leaves a flour particularly rich in gluten and especially adapted for use in cases of diabetes.

WHITE SWAN Diet Flour is only one of the many articles that we are turning out that has built for us our reputation for Quality Goods.

It is distinct and different from ordinary flours. It is a special flour for a special purpose, and can be used for every purpose that ordinary flour is used for, **but** especially prepared for dietetics.

It costs more to manufacture—naturally.

Put up in 5-lb. bags, 1 dozen to a case—case $4.80.

Retails for 50c a bag—and repeats.

Sold through your jobber or direct.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.

SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, commonsense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is $1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

Progress all along the line!

1914, in spite of adverse conditions, upheld the reputation of its predecessors and, once again, an increase in sales over the previous year was registered.

This **increase** in consumer-demand amounted to 296,239 pounds, or **more than one thousand pounds for every working day of the year.** This means that something over **200,000 more people** were won to the cause of **Salada Quality** during the year 1914.

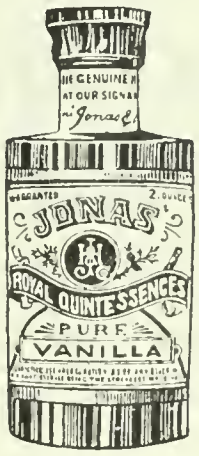
1915 has commenced with record shipments and in the first nine days, over 215,000 pounds were shipped in fulfilment of orders.

QUALITY TELLS

TORONTO **"SALADA"** MONTREAL

JONAS' EXTRACTS

never gather dust on your shelves. Their purity and richness of flavor mean quicker turnovers, better satisfied customers, more gratifying profits. Sold everywhere for forty-five years. Better keep your stock well up.



HENRI JONAS & CO.

MONTREAL, QUE. ESTABLISHED 1870

EUREKA REFRIGERATORS

Earn their Cost Quickly

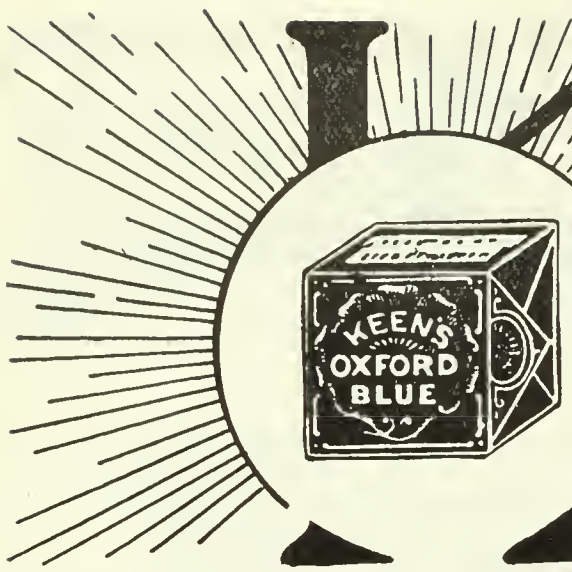
Grocers who use Eureka Refrigerators never worry whether their investment will be a profitable one. The refrigerators take care of that themselves and earn their whole cost in short time. To put up with anything less profitable, less economical, less efficient than the Eureka is to withhold yourself from just so much extra profit. There are a number of exclusive advantages about Eureka Refrigerators you will be interested in knowing. Write for free catalogue to-day.

Eureka Refrigerator Company

Limited

31 Brock Ave.

TORONTO



KEEN'S OXFORD BLUE

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

——made in Canada

Throughout the Land The Best Known Brand

There is no syrup so well known in Canada as

CROWN BRAND CORN SYRUP

It is not necessary for you to create a demand for it. The demand already exists.

Are you prepared to fill the demand?

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands
Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXIX JANUARY 15, 1915 No. 3

Insufficient Capital Was Cause of This Failure

Merchant Attempted Too Much With Too Little Money—Lost The Personal Touch to The Business By Expanding Too Rapidly —In 8 Years Was Behind $4,100 and His Time.

Written by Frank Grandin for Canadian Grocer

Second Article of Series

MEN fail in business from many causes. John Warren, one of the oldest commercial men on the road impressed that upon me in our conversation, the initial part of which was recorded in my first article on the the subject of "Why Retailers Fail." During the 35 years he had been on the road he came face to face with instance after instance of bankruptcy. He had a keen business head and was at all times intensely interested in causes of progress and failure.

"There was a man up in ————," he told me, "who had just as good prospects for a successful retail career as any I ever ran across. His name was Peterson. He started in business with $4,000—hard working and honest as the day was long. He conducted a general store in the town and soon gained the reputation of running a paying business and of being first-class credit.

"Although small at first the business grew rapidly and Peterson decided to expand. Without securing additional capital he opened two more in the same place—opened them on his nerve as it were—and set himself to getting rich overnight. His managerial work was divided up among the three stores, all of which he was desirous of seeing advance rapidly, and the result was none of them received the paternal attention necessary to a successful business. He aimed to be head of them all so that when he was absent from any one, things ran along with a loose rein. You can imagine how little attention clerks in such a store would give to stopping up the leaks. I afterwards learned that scores if not hundreds of dollars were lost in forgotten charges; and I know from my own observations before our house refused to sell them anything further, that money slipped away in overweight and carelessness in allowing stale goods to accumulate in the groeery department."

John Warren, as I have intimated, was a keen observer. He could see through the corner of his sharp eye what others would overlook with full orbs on. I often wondered why he had not hung out his shingle as a "Putting-the-Business-on-its-feet" man, and give up the more exacting trials attached to the road. But when I mentioned it to him one day, he replied that selling was the only thing that had any fascination for him.

Short $4,100 and His Time.

"When that dealer," he went on, dropped out of the race seven or eight years afterwards, he had run up a liability of $19,000 of unsecured creditors and of $5,600 secured creditors. He had a stock of $16,000, fixtures of $2,000, and book debts of $3,000, and when the stock was disposed of at 50 cents and everything wound up there was a deficit of $4,100.

"In the eight years' time he lost more than four thousand dollars and his entire time into the bargain. The one big false move he made was opening up the new stores with insufficient capital. When he began to spread, he also enlarged his list of creditors. I think I can safely say that he could have easily got along with 10 or a dozen creditors even after the expansion, but when the list was issued by the liquidator there were no less than 57. Any one will tell you that a man is less liable to fail if he has a sufficiently small number of creditors. But sometimes the smallest creditor will insist on immediate payment of an account and force on an assignment that might have been averted had the creditors been in small enough numbers to have gotten together to intelligently discuss the exact situation. Manufacturers and wholesalers naturally prefer to see a merchant stay in business if they knew there is any chance for him—I do not say that Peterson would have been saved under other circumstances, but I do claim that he would have had at least a fighting chance."

Insufficient Attention to Selling.

The recital of this collapse touched upon incompetent management after the merchant had created more than he could personally supervise. He looked at the saving he expected to make in purchasing for three stores rather than the one, but he overlooked the more important matter of selling. His attention was practically all given up to getting the goods into the stores, which is an operation that can be performed by simply signing the orders of the traveling salesmen. He concentrated on buying. As a salesman his efficiency was cut in three and he lost the personal touch he formerly had with his customers and which accomplished so much in making their visits to his store more frequent, and in the matter of the length of their orders. It was this personal supervision in the early days that helped the business along so rapidly. Everything was under the finger tips of the proprietor. The leaks were stopped up before they went on a rampage and roamed beyond control. Care was given in regard to correct weight; the store was kept clean and inviting, and windows were dressed always temptingly.

But under the new arrangement the clerk in the main store who had the attention of the window under his personal care, had not time to bother. Another, whose duty it was to keep the warehouse in order, and to see that all the old goods were sold before the more re-

cent arrivals were unpacked, had to spend all his time in the store and that important phase of the work of a successful merchant was neglected.

All these things combined with the lack of capital, which Warren explained, was too much for the man who was so anxious to expand so rapidly. Like the boy and the filberts he grasped more than he could successfully hold.

"Why the man," said Warren, "was simply bound to fail when you come to analyze his methods. The expenditure in getting started in the new stores and the extra stock, left him afraid to go to the further expense of employing competent managers to supervise the work of each of the stores. With the amount of money at his disposal he was not in a position to obtain a secure grasp on any phase of the business and from the time he entered the new establishments he was on the downward trail.

"Peterson, to-day would have been reasonably wealthy had he followed along conservative lines—at least until he was in a better financial position to expand. It seems to me that some men think they are going to live forever by the almost fatal zeal they employ to get all the money they can as soon as they can. Life is a short, Grandin, and the happiest men here are those who always have some work to do and who gradually but surely build a little better; who do not grasp more than they can safely hang on to, and who pay as they go."

FORT WILLIAM MERCHANTS GET TOGETHER.

Fort William, Ont., Jan. 12.—The merchants here have formed an organization with the following officers:—

President—C. E. Chapple.

1st Vice-President—W. W. Winfield.

2nd Vice-President—H. M. Piper.

Secretary-Treasurer—C. W. Wilson.

Executive Committee—C. H. Jackson, H. H. Wightman, R. Maybee, Geo. McDonald, R. E. Walker, A. H. Griffis, W. G. L. Evans, J. E. Rutledge.

Municipal Committee—C. H. Jackson, C. E. Chapple and G. W. Armstrong.

It was moved by C. H. Jackson and A. H. Griffis and carried, that the secretary write to the mayor asking that a committee of the council be appointed to meet a similar committee of the retailers and the landlords to look into the matters affecting rents in the city.

A committee, consisting of E. R. Gavin, H. M. Piper and R. E. Walker, was appointed to secure the names of all merchants who have assigned in the City of Fort William during the past year, and, if possible, the names of the principal wholesalers who are the creditors.

The merchants plan to secure civic legislation to do away with undignified advertising.

Saskatchewan R.M.A. Executive

Important Vital Questions Affecting the Trade Discussed — Annual Convention in Saskatoon Beginning May 11 — Want Business Tax Discarded.

By Canadian Grocer's Special Correspondent.

REGINA, Sask., Jan. 12.—On Wednesday, January 6, the executive of the Saskatchewan Retailers' Association convened here for the discussion of important business affecting the retailers. The session was thrown open to all retailers. Besides the members of the executive, the two organizers for the province, Messrs. Arden and Brayley, were present, in addition to local secretaries and interested merchants, many of whom came several hundred miles to attend.

Matters of varied interest were taken up, but probably the question of supreme importance was the discussion of the effect upon the merchant of the co-operative movement in Saskatchewan. Much valuable matter was placed before the meeting and considerable interest aroused.

In the discussing of the topic of cash discount, a real attempt was made to assist in the movement toward the reducing of the high cost of living, the object being to obtain goods at a lower cost, the consumer as well as the retailer reaping the benefit.

Fire insurance formed the subject of an interesting debate, and questions were raised as to whether the rates sometimes were not exorbitant. Action was taken with a view to obtaining the reduction of premium rates to the retailer.

It was pretty generally agreed that the attitude of the banks toward the trading interests was not as helpful as it should be, and this formed an important subject of debate, some expressing the opinion that in some instances banks appeared to be prejudiced to trade development within this province.

All the delegates, of course, were in favor of the doing away of the business tax, with the exception of a nominal tax, which it was agreed should be retained in order to give certain protection to the retailers of town or city. Every effort, it was felt, however, should be made to reduce this tax to the minimum.

Satisfaction was felt at the method adopted by the provincial executive in seeking advice from the individual merchants, and the feeling of the meeting was that if the merchants generally realized the benefit to be gained by membership in the association there would not be a retailer but would have his name on the membership roll.

It was decided to hold the annual meeting of the Saskatchewan Retail Merchants' Association in Saskatoon on May 11, 12 and 13.

In the evening the local retailers entertained the visiting delegates to a banquet at the Commercial Club, when toastmaking was the order of the evening, practically all the members of the executive making appropriate addresses. Satisfaction was expressed at the growth of the association in this province in the short period during which the association has been in existence, there being at the present time over 150 active branches, each with local secretaries, and two organizers are now devoting all their time to the opening up of the work in the newer sections of the province.

The following constitute the executive, all of whom attended the conference in Regina on January 6:—President, S. A. Maybee, Moose Jaw; first vice-president, W. W. Cooper, Swift Current; second vice-president, J. W. McLennan, Kamsack; treasurer, J. L. S. Hutchinson, Saskatoon, and secretary, F. E. Raymond, Saskatoon.

THE LATEST WAR NEWS.

(From National Drug News.)

The Germans have taken Pilsener and are now surrounding Delicatessen, where the wurst is expected. The Belgian Hares have had a falling out with the Welsh Rarebits and the Swiss Cheese is shot full of holes. This will make the Irish stew and the English mustard hot; and if the Russian Caviare sees the French pastry, it may start a Swiss movement watch. The Spanish onions are strong for a mix-up, and if the Home Preserves are called out and spread over the German Noodles, they may Ketchup with the Navy Beans, thereby causing an uprising of the Brussels Sprouts.—Mein Gott.

CHOCOLATE POPULAR.

The French Government has placed an order with a Pittsburg firm for 30 tons of chocolate for the use of its soldiers. Representatives of the concern declare the order is the largest ever given by any of the warring nations for a single shipment of chocolate.

Selling Campaign Boosted "Reception" Goods

New Blood Entering the Selling Staff of a Western Dealer Demonstrates the Great Possibilities of the Retailer—Oysters Easily Sold For Lodge "Supper"—Society Women Interested by the Carefully Placed Plans.

Written by Henry Williams for Canadian Grocer.

THE trade of Thos. Jepson has been allowed to run along in a rut for many years. At no time did the profits indicate any prospects for retirement for the proprietor. He was making a living—but that is about all that could be said of him—and paying his debts as they came due. It was just a little over two years ago when he took stock of the stationery condition of affairs. A retrospect indicated that while he was splendidly located, he was not getting any business above the ordinary demand.

"By hang," he concluded to himself one night, "something must be done else I'll have to stay around here till my bones dry up."

Next day a bright young fellow came along looking for a job. What experience had he? Well, he had learned the grocery business in the Old Country under a prominent member of the trade, and had been in Montreal and Winnipeg for a time with a couple of large grocers. But he wanted to get farther West. So he jumped off the train at ————, in the hope that he could find some work.

Jepson took him on. But before doing so he told him how the business was pretty much at a standstill, although paying its way, and that some ginger was urgently required somewhere if anything more than a tortoise-like progress was to be realized.

He could not have hit upon a more active or more acceptable young man than Haslam—Percy Haslam was his name. On the first Monday of the New Year he was placed in charge of the selling in Jepson store while the proprietor himself still retained supervision of the buying end. Haslam understood thoroughly what was required of him and determined that the confidence his new employer reposed in him would not be misplaced.

The first couple of weeks in January of that year he spent particularly in getting acquainted with the goods, the remainder of the staff and the store's regular customers. Then he set down a plan of campaign to go after the business that in the past had been allowed to stay or come as it liked. I refer to special business peculiar to the season.

Opening of First Campaign.

Running his eye down the social columns of the local newspapers, he observed quite a number of social functions were being held. In other places there were announcements of lodge and church socials and entertainments—all of which Haslam saw meant more business for one or more grocers. He determined to get the house of Jepson in on some of this extra business.

At the first opportunity he called up the secretary of one of the lodges billed to have a "supper" — an oyster supper—in ten days' time. "This is Jepson's store speaking," ran the conversation. "I see you are going to have an oyster supper on the 26th, and I would like to suggest that you have us look after the supply for you if you haven't already decided. We are getting in fresh stock every few days"—Here the secretary broke in with, "No, we haven't thought of it up to the present," but Haslam continued: "We can guarantee that they will be all solid stock with the original juice only and no water."

The Oysters were Sold.

This had the effect of getting a promise from the lodge man to drop in on the way home and look at the oysters and get a price on them. It was just what Haslam wanted. The

For the Reception, Social or Evening Party

When you entertain you aim to please. Dainty refreshments are placed before your guests. We make a speeialty of getting together the daintiest of foods for just sueh occasions, and at the present time you will find a splendid assortment on our counters and shelves. A number of these are new lines which are bound to be appreciated. See our windows and give us a call.

Assorted Fancy Biscuits—The addition of a number of new biseuits to our already fine assortments, will be worth your attention. Prices run from ..c up to ..c.

Delicious Cocoa—Nothing makes a better or more refreshing winter drink than cup of good eocoa. If you use ..... or ..... brand the guests will not be disappointed. Per tin ..e.

Olives, plain or stuffed—Olives are eoming into their own. As a medieianal food they have gained a high reputation. Handsome fruit in various sized bottles at ..c up to ..e.

Fancy Cherries in Fancy Bottles—A most attractive delicacy to place before the guests. Per Bottle ..e. Also other faney fruit—a fine assortment to ehoose from.

For the Dessert—Jelly powders in various colors and flavors please both the eye and palate. Delieious desserts can also be made from gelatine, junket tablets; preserved peaches and whipped eream, etc.

Confectionery—When we say we handle the well known ..... Brand of ehocolates as well as ..... and ....., you will know we ean satisfy you with the eandy part of the refreshments. In boxes or loose, all guaranteed fresh, per pound from ..c up to $.....

CHOOSE FROM THIS LIST

Here is a further list of suggestions: Potted meats and peanut butter for sandwiches, caviar, almond paste, salad dressing, loaf sugar, wines of various flavors. grape juiee, rusks, ieing preparations for eakes, and a score or more of others.

THOS. JEPSON

175 Water St. Phone 234

Fashion your next advertisement from the above suggestion and see how it works out.

oysters were kept in a large clean sanitary container at the front of the store. In appearance it was inviting to the eye and indeed was about as good a creator of an appetite for oysters as could be found. Haslam had no difficulty in interesting the secretary in oysters that evening. He got him so enthusiastic that he decided to try a pint at home. To make a long story short, he secured the order for eight gallons for the coming dinner—and chiefly because he went a little farther than his competitors—he asked for the business and asked for it first.

Not only were oysters sold on this occasion but biscuits were wanted, cooked ham and tongue, coffee, loaf sugar and bread. In all, that one telephone message resulted in a $26 order for Jepson. During the winter several more were secured by similar means and Jepson began to take notice that this time he had picked a winner.

There was extra business, too, to be got from private houses where receptions and social functions were likely to be held. Haslam had to go about this in a little different way. Indirect means had to be utilized to get after the trade occasioned by the spread of the mid-winter social spirit.

"By George, that's a fine window you've got, Haslam," remarked Jepson a day or two later as he came into the store.

It WAS a fine window, but a simple one. Its rich simplicity was its feature. The new member of the staff had worked it out the previous evening with the touch of an artist. There was everything in it that the hostess at a social function could desire. There was a raised platform covering the entire floor with the exception of a foot or so around the edge. On this platform were placed two or three plates of fancy biscuits—the kind that does not fail to make the mouth water. The plates were covered with fancy paper doilies and the platform with a clean table cloth. This tempting display in itself was sufficient to create an appetite in any passerby. But as well the "table" was adorned with a very pretty cocoa pot, a few dainty cups and saucers and a package or two of cocoa which Jepson was recommending to his customers. Ranged neatly about the table were bottles of salad dressing, olives (plain and stuffed), fancy cherries in bottles, and several other high class and staple lines including onion salt, caviar, almond paste, salted almonds, shelled walnuts, extracts, jelly powders, junket tablets, gelatine, coffee, tea, loaf sugar, dainty boxes of candy, etc., etc.

The entire trim, although simple in arrangement, told a little story to the prospective hostess at the social function. Just behind the "table" was a neatly written show card made by one of the other clerks whom Haslam discovered had the knack of using the pencil and the brush. It read: "Reception Suggestions for the Hostess."

Other Links in the Chain.

Jepson had occasionally used newspaper space in a local paper, but he never seemed to have the time to write a decent ad. The failure to get results what he considered to be commensurate with the expenditure had practically decided him to give it up on the expiry of his contract. The head salesman, however, got permission readily to arrange an advertisement. "I think I can use it to good advantage in this little campaign I'm trying out," he told the proprietor, and the following evening the ad. of Thos. Jepson was easily better than any of the town's local merchants. (While this ad. is not now available to the writer there is a suggestion on the first page of this article which will fill the bill.)

But this did not entirely conclude the campaign to get all the possible "reception" business of the town. Haslam had collected a list of the society families from the daily papers and from the other members of the staff who were better acquainted with the people of the town. With the chief's permission he sent them a neatly typewritten letter which ran something like this:—

"Dear Madam:

"You will be interested in our window this week and in the advertisement we are running in 'The Evening ————.' Both give you suggestions on dainty, high class lines, many of which are new, that will please the most fastidious guest at an afternoon reception or an evening social function. May we urge you to read carefully the advertisement, and next time you are down street, to have a look at the suggestions offered in the window? We are in business to please and to serve and we feel that you will be delighted with the offerings we have to show you this winter.

Yours faithfully,
ANDREW JEPSON,
The Quality Grocer.

A Brighter Future Dawning

I knew Jepson well. Ten days or so later when the effects of the campaign had been felt, I saw him in the store and he was one of the happiest men you would wish to run across. While, of course, he hadn't made a fortune in the ten days—not yet—he was bubbling over with enthusiasm for the future. Some of the "select ladies" of the town had been into the store for the first time. This made him more particular about the store appearance, and he ordered a thorough clean up right away, although the ordinary eye could not see much room for improvement. Telephone messages had come from new houses and from people who were not afraid to spend money on high class dainties.

"Why I didn't know that any grocer in town kept this and that and so-and-so," was a frequent statement, "until I saw it in your advertisement (or in the window)."

The campaign had worked splendidly, and as I said, Jepson was pleased. He saw in the future increased business. The new blood that had been injected into the sales staff by the addition of Haslam had been responsible. His work was demonstrating the power of salesmanship properly applied. It showed that the merchant who was simply supplying the actual demands of his customers and not reaching out for new business, was not making the most of his opportunities. A new era had opened up for the Jepson business.

(In next week's issue the story of a campaign on Cold Weather goods will be told.)

Catalogues and Booklets

John Diamond & Sons, manufacturers, exporters and importers, Philadelphia, U. S. A., have issued an unusual New Year's greeting card this year. The front cover shows fine half-tone cuts of John Diamond and his sons, Edmund A. and Frank P. Diamond. On the inside front cover attention is called to the goods listed on the following pages manufactured and handled by the company, and concludes with the New Year's greeting. As intimated the succeeding pages list the goods sold by the firm. On the back cover appears a picture of the office and factory.

* * *

O. C. Ingallis, Columbus, O., has issued a handy 1915 Red Book containing a list of wholesale grocers in the United States and Canada, Cuba, Porto Rico and South America. These are the directories formerly published by the Orrin Thacker Publishing Co., of the same city. They contain complete lists of the wholesalers in each province and state, city by city.

In plain black type along the bottom of his letter heads, S. G. Freeze, a retail dealer in Calgary, Alta., has this inscription: "Each day we endeavor to give you a better service"—which appears to us to be a mighty fine idea.

How a Window Trimmer Fooled the Bull Dog

Stuffed Ducks Blown About a Pond by an Electric Fan Presented to the Dog a Real Touch of Poultry Life—A Dog Fight With the Plate Glass Between.

A MEMBER of the canine kingdom was walking along the brightly lit street of a large city during the holiday season, taking in the window displays. He stopped in front of one. His attention had been successfully concentrated by the art of the window trimmer. Ears went forward and his nose sniffed the air. His limbs became rigid, bristles went up, and he made a rapid decision.

Inside there was a realistic display. Father Time, aged and hoary, staff in hand, stood on the edge of a body of water—the sea perhaps—on the sands of time as it were. In the other hand he held a book and had just turned over the 1915 page to denote the entrance of a new year upon us. Arranged behind him were the wheel of time and the weapon of the grim reaper—a scythe.

But interested in none of these was our friend the dog, which by the way was a typical representative of the breed that protects the freedom of the British subject. In front of Father Time was the pond surrounded by sand and beautiful flowers—for the merchant was a florist—and in the pond rested a number of stuffed ducklings on cork bark. When the electric fan was running it moved the water and the ducklings took a swim around the pond. Here was life and to the bulldog life meant hope—hope that he might possess one or more of the living creatures that went peacefully sailing about that pond. A minute later along came a customer and went in to make a purchase. There was the open door of opportunity for the intensely interested onlooker with paws against the window-pane. In a bound he shot past the customer into the store and with the lack of ceremony expected from the majority of patrons of any store, leaped into the window, splashed water right and left and emerged into the street a moment later with some of the stuffed ducklings held firmly between his grim jaws.

Far-Reaching Publicity.

S. A. Frost, the florist, at 284 College street, Toronto, is the merchant who so successfully fooled the bull dog with his realistic display. Windows of retailers have not had much of a reputation in the past for attracting the canine family but here we have an exception. A merchant with whom Canadian Grocer discussed this unique occurrence declared that the display of Mr. Frost was the ideal one because it possessed the power to make a dumb animal believe the whole thing was a part of real life—in a large city.

Displays of this character represent fine advertising. An incident such as the one described is readily passed along and the name of the dealer being always associated with it, the publicity is far reaching.

The display is made a motion trim with the use of the electric fan, and it brings up the question of the value or otherwise of the motion window. There is no doubt that nothing will attract a crowd faster than something moving around behind the plate glass, and it is, too, beyond question that it is splendid advertising. Of course as an actual direct seller of goods, it may not be valuable unless the goods are interwoven in some way or other with the movement in the window. Nevertheless one cannot come to any other conclusion than that a motion trim successfully carried out and attractive to look upon, gets the people talking as nothing else will. If it does that it serves its purpose.

Did you ever notice how a live 'coon, a cub bear or a flock of chickens in a window attracts a crowd? When the children go home they tell the folks about what they saw in Brown's or Jones' window, and the folks themselves are likely to be seen strolling about that way in the morning. While, therefore, a purely motion display may not sell at the time as many goods as an attractive one showing the actual goods, yet it gets the store talked about and in this way must be considered a good thing to occasionally use.

Another Bull Dog Story.

The bull dog incident recorded above presents quite a contrast to one witnessed by a representative of Canadian Grocer some time ago. The hero of this story is a bull dog, too. While he was passing a fish and chip window, he suddenly came to a stop. Asleep behind the plate glass lay a terrier—hence the stop. A few growls wakened the sleeper and there followed a dog fight with the window separating the contestants. Otherwise the terrier might not now be alive to recount its bravery to the coming generation of canines. It is surmized that this bulldog had intelligence above the ordinary run of dogs. He knew that a food-stuff window was no place for one of his fellow creatures and that the terrier should have been toasting his shins beneath the coal stove rather than among the fish and chips that the retailer was attempting to sell to a discriminating public.

There you have two windows that arrested the attention of two respective and, no doubt, respectable bull dogs. The one is to be commended—the other must be discouraged.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 6074 Stoney Island Ave. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

Subscription: Canada, $2.00; United States, $2.50.
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JANUARY 15, 1915

1915 *RESOLUTIONS OF A. LIVE WIRE.*

Because the future of the business depends, not on the profit on the goods my customers BUY from me, but on the profit on the goods I and my clerks SELL to them, I have resolved during 1915 *to be a CREATOR of demand by good salesmanship, rather than a receiver of orders.—A.L.W.*

The Advance in Flour

THE comparatively big jump that flour has taken during the last two weeks is a sign of the times which should be noted by every one because, in the last analysis, it concerns everyone. It is not merely the broker nor even the merchant or retailer who, so far as a commodity such as flour is concerned, must cut his coat according to his cloth. The situation seems suddenly to have become acute. The wheat market has taken to soaring, and the operators say that this is because something must be done to conserve the stores of wheat. Their argument is that Russia will be considerably less a help as a producer, if the war goes on for another year, and that America and Canada must supply the world with wheat. America has already had her supply seriously depleted by exports, and Canada's crop is none too ample. To conserve stocks, therefore, prices have advanced. It seems probable that they will advance still more.

Such a bull movement is all right so long as the premises are all right. But will Russia fall down in production next year? In Russia, as in a number of European countries, the women folk attend to the harvest to a very large extent, and they will not be debarred from so doing this year. On the other hand, if wheat is produced in Russia it does not affect the international market for good unless it can be got out of Russia. That at present is an impossibility. The "Terrible Turk" has control of the Dardanelles. How soon he can be served with notice to quit is a moot point.

Pay as You Go

PAY your bills as you go. Don't shirk this all important duty. Uneasy lies the head that has unpaid accounts to think of. The trade must remember too, than when the war is over, the merchant with the brighest future will be the man who has kept up his payments and who has insisted on getting his money from his customers.

There's the point. No merchant can pay his own bills if he doesn't get his money from his customers. But the man who is determined to pay as he goes is going to get that money. He must make up his mind firmly to meet every obligation at the date of maturity that entitles him to a discount,—if there is any coming—and if he insists on carrying out this rule, as he should, he is bound to make the tardy customer "toe the scratch" at the same time.

During strenuous times the retailer must sometimes have to act strenuously to keep his financial sails trimmed properly. A great many credit customers must be ruled with a firm hand or eventually they will be hopelessly lost. There was never a time when the retailer should watch his credits so closely. Place a time limit as well as a money limit on every new applicant not absolutely known to be able to meet every debt incurred, and never err on the wrong side in arriving at a decision. If the dealer gets in the money due him he can pay his own bills. In any event he should keep up his reputation for meeting obligations at maturity. Remain square with the wholesaler and manufacturer even if you have to get the assistance of the bank.

Use The Window to The Limit

MAKE the window work overtime in 1915. It is one of the salesmen that can't get played out; and it costs no more than if it were in operation only half the time. Show in it the goods that deserve the recommendation and the commendation of the retailer. This is going to be a year for the progressive. There will be no place in it for the man who sits in the store corner and bemoans his lot for having to earn a living during a great war. It

will be no year for the grumbler, or for the individual who waits for business-manna to drop upon him from the skies.

Nineteen hundred and fifteen is going to be a year for the fittest—for the man who demonstrates by his aggressiveness, his courage and his enthusiasm that temporary dislocation of things has no power to stop him on the road to success.

The selling power of a good window display has been amply demonstrated by every good dealer. The trouble in the past has been that only half-hearted interest has been taken in it. Probably the reason was that business was coming along without much trouble and that it wasn't necessary to make any strenuous exertions to secure it. That is a policy, however, which must be discarded. It is like the advertiser who uses up large space in times of prosperity but who "discontinues" at the first sight of trouble. The man who keeps everlastingly at it, is the man who is going to get the business when money channels reopen in full force.

There is no better salesman than the window. But to get the maximum benefit from it, it must work all the time. The window is not an order taker like some alleged salesmen—it SELLS the goods. Make good use of it.

Maple Products Law in Force

A SUBSCRIPTION representative of Canadian Grocer who called on a number of retailers last week found that a number of them were not fully familiar with the new regulations regarding maple syrup and sugar. He saw some compound syrup on the shelves and when he pointed out that all holders of anything but pure maple syrup that had the word "maple" on the label, were liable to a fine, he was informed by the retailers that they thought they had six months longer in which to dispose of it. Representatives of certain houses they said had told them so.

He produced a copy of Canadian Grocer of a recent issue and showed them that the new law came into effect on the first day of January. Incidentally he went away with their subscriptions, but the occurrence goes to show that there are still some who have not become acquainted with this imporant change in the law regarding maple products.

An Opportunity in Cooked Ham

IN course of conversation the other day with a provision merchant, the subject of opportunities for the retailer came up, and one was instanced in this particular line of the grocery trade. There is a much bigger demand for cooked ham this winter than the merchants usually find. This is significant, because cooked ham is regarded by many retailers as a summer line only. People, it is argued, only buy cooked ham in the summer, using it as a substitute for foods that they have to cook.

Here is an opportunity for the retailer. Popularize cooked ham as a winter selling line. There is already some demand. Notwithstanding the fact that people can buy hams and cook them themselves, they prefer to pay more and save the time and trouble of cooking. The retailer has a chance to develop extra trade along this line, and these days, no one can afford to neglect chances.

A Chance to Co-operate

SELL canned goods by the case. There are scores of retailers doing it every winter. There are few families that do not use in a season 24 cans of tomatoes or at any rate that quantity of various canned vegetables. Sell them a case. A number of the national women's publications are urging the housewives to purchase all they can in quantity. The dealer who conducts a campaign to sell in this way has therefore the co-operation of these publications. One of them in a recent issue had this to say:

"If you want to save money buy canned goods by the case. In all grocery purchasing $10 in a lump sum buys more than would be represented by 100 10-cent items. It is an elementary axiom of trading that the larger the quantity ordered, the lower the price of the single article becomes; and, conversely, the smaller the quantity, the higher the relative cost. Look ahead for the winter and see how many cans of vegetables you will be likely to use. Purchase, if possible, in mixed cases, saving from 1 to 2 cents on every can, and buy at least one whole case of tomatoes if you use them. If these quantities seem too large, get a neighbor to share in the investment with you. The various fruits that come in tins are healthful and not expensive, and enable you to serve fruit as you should, every day all winter. In lacquered tins, acid fruits, like rhubarb, are perfectly safe. Canned pineapple is often cheaper than fresh, and unusually delicious for fruit salads."

There are of course items like tea, coffee, baking powder, etc., which it would not pay to sell in quantities, but on the other hand soap, syrup, molasses, honey ,dried fruits and good flour can be sold to good advantage that way.

Editorial Briefs

THE MERCHANT who loses his credit is lost to the world.

* * *

IT WOULD be a great mistake if a war-tax were to be placed on tea.

* * *

ANYTHING that is accomplished after hard labor and much thought is long retained.

* * *

IT IS UP TO the retailers throughout the country to offset the mail order catalogues going out now.

* * *

IF, AS THE old saying says, Trade is the Mother of Money, every man should lend his best endeavors during 1915 to the turning of the wheels of commerce.

* * *

THE GIVING or accepting of secret rebates tends to the lowering of a merchant's reputation. Remember that a good name keeps its lustre in the dark, but a bad one doesn't.

* * *

AN announcement recently made in a trade paper is likely to bring back memories of happy days to many men past middle age. This was none other than that copper-toed red-topped boots are coming in again. These were all the rage about forty years ago, and, according to all accounts were "some boots." They could be both seen and heard.

How Other Grocers Do Things

Selling Fish Through the Newspaper

A number of merchants are making special endeavors to push the sales of fish these days in view of its reasonableness in price and its high food qualities. In a recent newspaper advertisement of the Watson Company, Limited, New Liskeard, Ont., was a selling talk along these lines on fish. Its novel heading is worth while reproduction, and it, with the talk, appears below:

FISH ARE MADE IN CANADA.
GET THE HABIT!

Why eat meat and pay the exorbitant prices of from 20c to 30c per pound for it, when you can buy the finest and freshest at less than half the amount?

We have just in a shipment of the finest Labrador Herrings, in barrels and half-barrels; Finest Haddies, Yarmouth Bloaters, etc.

THESE ARE ALL OF THE NEW AUTUMN CATCH.

Now that we are in the midst of the winter season more attention should be given to fish. Cold weather makes it possible to handle this line, and with the people looking for wholesome food at low prices, the retailer cannot do better than display and sell fish. There are new display cabinets on the market, built especially for showing fish. Those who are anxious to increase their business in this line should look into the merits of these cabinets.

* * *

Goods and Prices Connected With Ribbons.

Those dealers who price-ticket their goods in the window will find the suggestion in a recent trim made by Lewis & Stevenson, 816 College street, Toronto, of value from a variety standpoint. This firm, instead of actually placing the price-tickets on the goods, had them pasted on the plate glass. Then extending from the tickets to the goods themselves were narrow ribbons of paper. In such a trim the eye first sees the ticket and then the ribbon of paper. It follows along this to the article on display, the price of which is given at the starting point.

A slight variation in this could be made by using colored ribbon—white, blue red and purple for instance—instead of the paper strips. This might even add to the attractiveness and pulling power of the trim.

* * *

Getting In the Money.

Many retailers are strongly urging their customers to pay their bills more promptly. The method adopted by O. J. Crockford, 817 Broadview avenue, Toronto, is the sending out of a circular. This has many good points and is reproduced herewith in part:

"Dear Madam:

"Since the outbreak of war the scarcity of money has been felt by almost everyone. The wholesalers have shortened the terms of credit; in most cases we have to pay weekly, in others we pay C.O.D. Thus it makes it very hard for us to carry on a credit business.

"We have to meet our bills when they become due or else we would be forced out of business. Now, we have been very lenient with our customers. Some pay very promptly, we know, others we have to wait on; thus it causes us considerable anxiety at times. Therefore we have found it necessary to run a "Strictly Cash Business" from now on.

"We wish to make this change during the week commencing January 4th, 1915. Our present customers we wish to have continue on a weekly or semi-monthly basis, as we find this most convenient for our customers as well as ourselves. Every account will be rendered on Friday, thus you will receive your statement on Saturday, and we must insist that it be paid not later than Monday.

"We are sending one of these letters to every customer, and do not wish any of you to feel offended, as it is not meant as a reflection on any one, but you can understand the load of nearly 200 accounts on any business. It would not be so bad if we could get our money the very day we needed it, but we cannot be sure when we will get it, so we are making a hard and fast rule for all and will insist on it being kept.

"We are making arrangements to clean all balances up in our register by not later than January 15th, so your most faithful and earnest co-operation with us will be highly appreciated."

In the majority of cases the first paragraph should appeal to every reasonable customer, and the point brought out is a clear matter of business. However, there might be one point following open to criticism. It states in the last line of the second paragraph that the business will now be run on a "strictly cash basis," but in the paragraph following this is somewhat qualified. The present customers will be carried as in the past on a weekly or semi-weekly basis, etc. Might not the semi-weekly customers feel a little vexed that others have a few days more in which to pay their accounts? The principle involved in this letter is a perfectly sound one. Every man should get his money in weekly if at all possible and when he makes the rule, he should insist on his customers living up to the very letter of it.

* * *

A Telegram to Probables.

Chas. Pomerantz, a Philadelphia retail grocer, has many "stunts" for getting after new business. A recent one, tried out with good success, was the sending of a telegram to a list of probable customers. While this was not actually a real telegram, it looked like one, and was issued in a "telegram" envelope with the words: "Telegram," "Paid" and "Rush" in large black type, the idea being to get the receiver to read it.

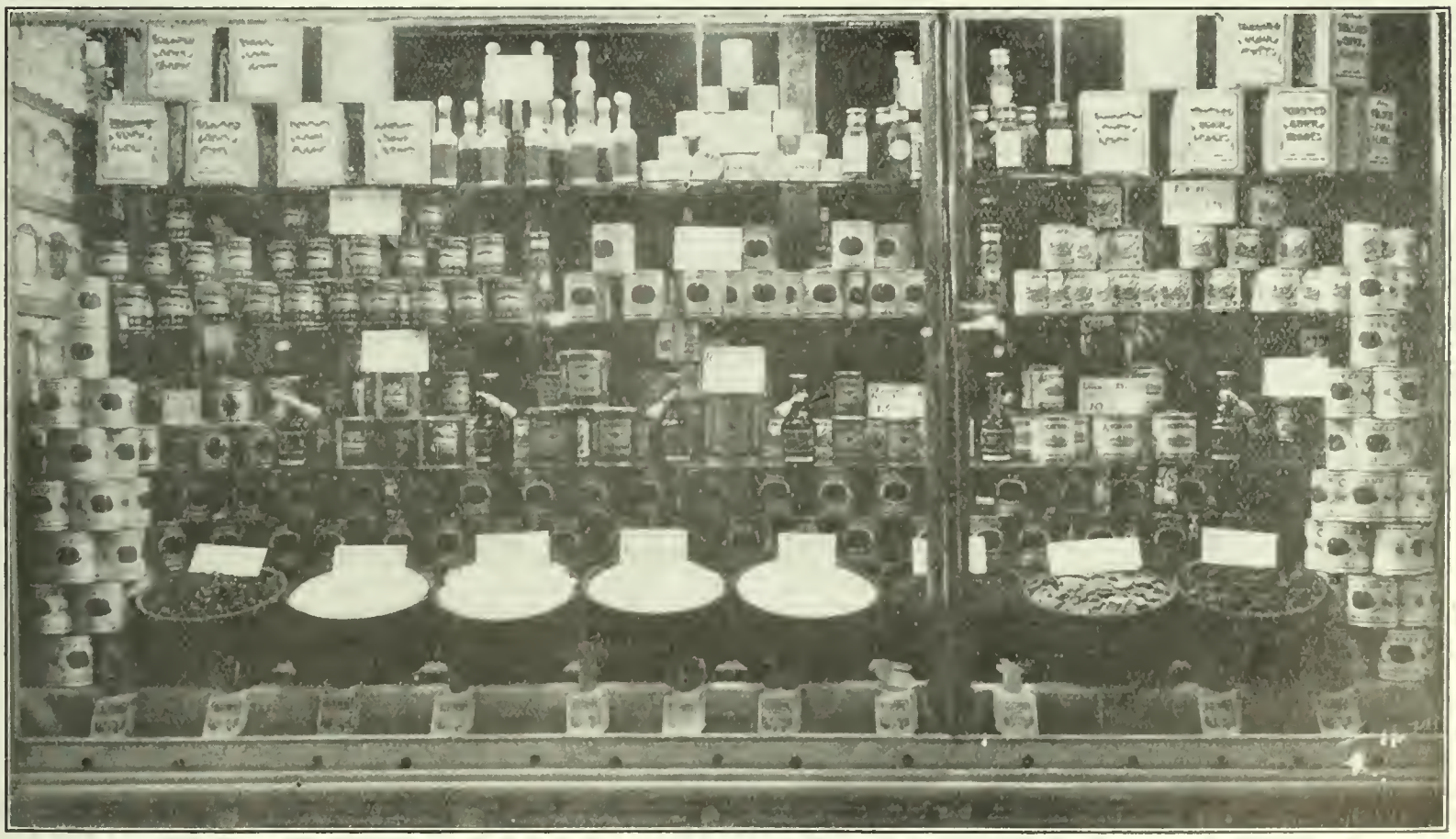
The telegram itself was represented as being sent out by "Everybody's Telegraph Co." There were blanks in it for the receiver's number, time filed, and check. There was the admonition to "read this over, it will interest you," which was followed up as follows:—

"Madam:—

"They say you ought not to talk about yourself. Well, let's not listen to what they say for this once while I tell you about myself—me—the fellow that told West Philadelphia where Chester Avenue was. Most everybody out here knows me. Some say I am crazy—some say I am brainy. You never see my picture in the papers, nor does anybody stop at the mention of my name. I'm plain

(Continued on page 33.)

A couple of weeks ago a coffee "Geography" window was reproduced in Canadian Grocer. Here is one along similar lines shown by a British Columbia dealer. Strings reach from the goods to points on the map from which they came originally.



This display shows the use made of glass shelving in the window. It permits of many goods being displayed so that they can be readily seen.

Associated Advertising Grocers Get Results

Members Testify to Increased Trade and Also to Direct Sales Made by the Ads. — Good Impressions Being Made on Public — One Dealer Had Best Friday in a Year.

THE Associated Advertising Grocers, who last December inaugurated a collective advertising proposition in one of the Toronto daily papers, are highly pleased with the results that have accrued. It is now more than a month since the idea was put into operation and the effects of the campaign are just beginning to stamp themselves upon the trade of those retailers who have been faithful to it.

At the regular meeting of the Grocers' Section of the Retail Merchants' Association, Toronto Branch, on Monday evening, several expressions of opinion were given an dall were most eulogistic in referring to the impressions the advertising was having on the consuming public. While the Associated Advertising Grocers are not connected in any way in so far as the finances of the Retail Merchants' Association are concerned, the members of the Advertising Grocers must also be members of the Grocers' Section of the Retail Merchants' Association.

W. J. Parks, who is chairman of the advertising committee, reported that results were beginning to come quite substantially. "Last week," he said, "I bought some new goods for the first time which we advertised in our space, and I can say that I was very much surprised at the number of sales made. I am sorry that some members have got 'cold feet' and discontinued, because the way the advertisements are written, they are certainly of benefit to the trade, and the longer they appear, the better it will be for the trade. Our aim is to secure thirty grocers at least and then the cost will be reduced to a minimum. Last week we advertised a certain brand of soap, and I know I sold considerable from the advertisement and several others have told me they did the same. It is quite likely too, that manufacturers who are anxious to get our co-operation in this advertising will be assisting us in the near future."

Cost Not Large.

Additional testimony was presented by Chairman Neil Carmichael. "One of the best ways." he said, "to place ourselves before the public, has been found in these advertisements. For the price we pay, from $2.50 to $3.75 per week, we simply could not get anything to equal it in value. While we may not be able always to figure out our gains in actual results, yet the general verdict is that a more constant stream of purchasers are coming to our stores. Our object is not to cut prices, but to present to the public that we are selling our goods reasonably in price, and to place ourselves before the consumer in a light that will show us to be reputable, fair and honest men. The talks that Mr. Humble is giving us in the introduction to the advertisements are good, plain and intelligible. If we keep hammering away, we are bound to be recognized in the proper light in a year or two. We are certainly getting results."

D. W. Clark intimated that those who dropped out after joining for an ad. or two, never really got their feet warmed. "Prior to Christmas," he said, "we placed two advertisements quoting prices, and then on the Thursday preceding Christmas and New Year's days we left them out. Again when they reappeared after the New Year we found the people taking much greater interest in them, and they are now looking for the advertisement every Thursday. I know one grocer who made the cost of his advertisement, out of oranges alone last week, and so far as my business was concerned, last week beat a year ago by $100. It is surely going to put the business on a much better footing."

F. C. Thorne, Euclid avenue, stated to Canadian Grocer that he was receiving direct telephone messages from people outside of his district.

Best Friday In a Year.

Donald McLean, Roncesvalles avenue, reports last Friday was the best Friday he has had since last winter, and can only explain it by the interest the advertising has been arousing among the people of his district. One of the features of the advertising is certainly the introductions. These are written in a lofty style, with the intention to impress upon the general public, the value and importance of dealing in their own locality. The retail grocer is presented in his true light, and nothing is said which would appear as a knock against the large department stores down town. No price is quoted which means a loss to the grocer.

Every week the members of the Associated Advertising Grocers meet to arrange the goods that will be advertised that particular week.

PROGNOSTICATIONS ON THE NEW WAR TAXES.

Montreal, Jan. 14.—(Special.)—It is said there was a time when tips regarding what the budget would contain were given and acted upon in the olden days. It is to be hoped that such things are impossible to-day. Judging by the manner in which the trade is now talking about war taxes, it would appear to the inexperienced that some men were "in" with the Finance Minister. Not only in the grocery trade is the budget foretold, but in the dry goods business as well. Men in that line tell you with positiveness that woolen goods will be taxed in March, and silk as well. They even give you the new figures, and act upon them in their business.

To suggest that this is not mere hearsay would be to lay a serious charge against the Government. Nevertheless it will interest the retail trade to read what wholesalers and importers are thinking about this matter.

For some weeks past many men in the tea business have been convinced that a tax of five or ten cents would be imposed on tea early in February. Importers hurried up their shipments on the ocean, and wholesalers, especially those in Ontario, bought heavily in order not to be caught napping when the tax was put on. Those who deprecated speculating on a change in tariff were not so foolish as to carry small stocks of tea.

But a new situation has arisen. Those in the tea trade will tell you now, without a move in the muscles of their faces, that the Government will not only tax new arrivals of tea, but will go around and place a duty on all stocks in importers' hands, even taxing bills of lading. Big men in the grocery trade discuss the pros and cons of such an action with as much seriousness as though Hon. Thos. White had already made the announcement. "That," they say, "would be a shame. It would be unfair to the trade. Many small men would be ruined, for much of this tea is not yet paid for."

It is at once pointed out that when the Government placed a tax on whisky in August, there was such a rush by liquor men to get their supplies out of bond, the Government was compelled to make the tax retroactive, just as it is said they will do in the case of tea.

What does the Montreal trade say is to be taxed besides tea? Forty millions or more of dollars cannot be raised by taxing only tea. Coffee has already been taxed three cents. One man who had a supply of coffee in bond took it out for fear the tax on it might be raised.

There was talk of a tax on macaroni.

Continued on page 31.)

Making a Strong Bid for All the Home Trade

Saskatchewan Retail Firm Puts the Problem on a Straight Business Basis Up to the People of the District — Shows Them How Their Own Property Will Appreciate in Value if the Home Town Prospers—Appeals From Many Angles.

ONE of the great objects of the retail dealer in country towns and villages is to get the people to spend their money at home instead of sending it to the distant mail order houses. Herewith is reproduced a circular letter which has been used by the Wallace Company, of Lake Valley, Sask., which presents some new angles of appeal for the home business:

"Dear Friend—

"Has it ever appealed to you what a boon it would be to this district to have a General Store upon a substantial footing, capable of supplying every requisite you require. We have no doubt it has. Have you extended your patronage to this store? A number have patronized us fairly well. We know a prosperous district such as Lake Valley is capable of supporting a store of some magnitude if the people will only patronize it, but it cannot be run on wind, and in order to continue business here, we must have still better business than we have had in the past. The promoters of this business feel it is unwise from a financial standpoint to attempt to run a store in any community where the investment cannot be turned over sufficiently often to make the proposition pay. This is the attitude taken and we now kindly ask you through this medium to give us your most liberal patronage. It is to your interest to have a store at Lake Valley, but we must have more business to sustain it.

"Give us a show in on the business the large departmental stores and the travelling salesmen are getting. We have our own catalogues from which you can select your wants with a greater degree of satisfaction than the departmental stores of the city can do, all things being equal. Also give us the business the adjacent towns are getting. Buy your goods at Lake Valley, build up a town of your own here, and increase the value of your own properties. The departmental stores in the city, the travelling salesmen, the adjacent towns, have no interest whatever in building up Lake Valley, or increasing the value of your holdings in this district, but help us build up a little burg of our own here. We want your co-operation. You will not be long in finding out you are making money by doing so.

"Again making a special appeal for your patronage, we close by requesting you to buy your groceries, dry goods, hardware, etc., at Lake Valley.

"Yours for Business,
"WALLACE COMPANY,
"Lake Valley, Sask."

An Appeal That Should Strike Home.

It will be observed that this firm have appealed principally to the pockets of the people of the surrounding district and to the necessity of them helping to build up a good town that will make their properties more valuable. Notice the admonition: "Build up a town of your own here and increase the value of your own properties. The departmental stores in the city, the traveling salesmen (meaning the transient traders), the adjacent towns, have no interest whatever in building up Lake Valley, or increasing the value of your holdings in this district. Help build up a little burg of your own here."

While in the majority of cases it may not be good policy to refer to competitors such as mail order stores, yet here it appears to be justified. Any reasonable man who stops to think will soon realize the fact that such houses are interested only in themselves and not at all in the distant communities from which they aim to draw a big share of their business. And if this point is plainly and judiciously placed before reasonable men and women as the Wallace Company have done, it should do a great amount of good.

To further this home-buying idea and to impress the people of the district with the importance of it, this company also issued an immense hand bill larger than a newspaper page. It contained a straight business talk on why money should be spent locally instead of at the far-off mail order houses. The bill was entitled: "Business Logic," and read, partly, as follows: "What's wrong with Lake Valley—let us get right down to brass tacks and discuss this in a friendly manner.

A Bid for the People's Co-operation.

"Firstly we are not getting the patronage due us. You have a store building in Lake Valley which would be a credit to any town of 2,000 of a population, also a $5,000 stock to start with, which will naturally increase to $10,000 or better just as soon as the volume of trade demands it. This is where business logic talks. It is an established fact that an investment of say $5,000 in a general store, must be turned over safely at least four times a year or better, which means that we must do a business of $20,000 to $25,000 a year in order to make the business a remunerative one. Any store run otherwise is a non-paying institution and will never amount to much. Now, in accordance with facts as above, we are sometimes low on sugar and other articles on which the margin of profits is practically nothing, but runs into money very fast, and for which we have got to pay spot cash. Therefore, in order to keep our investment about right, consistent with our turnover, we have to buy, as it were, from hand to mouth. Now, with your co-operation we can easily overcome this. Give us your entire business, and we do not feel we are asking too much, and you will soon elevate this business into the position that you can procure from the Lake Valley Store any article from a needle to an anchor."

A PLAIN TALK TO CUSTOMERS.

"A few days ago a gentleman ordered over $100 worth of groceries to be delivered at station for him. Now it has not cost us a nickel more to sell this $100 worth of goods to him than it would to have sold him only $5 worth, and he is benefiting in more ways than one. Cash talks these times. Bring in your cash and your big orders—and see what we can do for you. This is practically what the public are doing when they send off money to the departmental stores—they, in other words, supply the capital; the departmental stores have their ready cash amounting to tens of thousands of dollars at the close of every day's business and for which they have never sent out one ounce of goods—but they have the public's cash, and are in a position to go out and buy to the best advantage with that ready cash. Your small merchant can do the same thing if you give him the same chance. Try us with a big order, and be satisfied, and keep the profits accruing therefrom in the district to be distributed again in the same district to the advantage of everybody. Patronize your home store; help make it a busy store; help build up Lake Valley. Make it of some importance on the world's map."

Extract from one of the circulars sent out by the Wallace Company.

PROGNOSTICATIONS ON THE NEW WAR TAX.

(Continued from page 30.)

As supplies of French and Italian alimentary pastes have been cut off, this did not matter much except as regard American macaroni. Immediately business in the latter commenced to improve. Some men declared that at least ten grocery lines would be taxed, while others stated that ten would not produce the revenue the Government required.

D. H. Miller, grocer, Toronto, has moved to Mount St. Louis, Ont.

Flour and Cereal Branding Act Criticised

If Literally Interpreted the Trade Must Brand Every Bag, Sack or Package of Cereals Not Directly Sold to Purchaser for His Own Use—The Weight, Name and Place of Business Must be Included on the Stamp—Government Will be Approached for Amendment.

TORONTO, Jan. 14 — (Special) — Some months ago Canadian Grocer dealt editorially with a new law that had been passed by the Federal Government in respect to the marking and placing the net weight on flour, grains and cereals, bags, packages, etc., when sold not in the presence of the purchaser. At the time we called attention to the ludicrous manner in which the new Act, which was an amendment to the Inspection and Sales Act, was drawn up.

At the regular meeting of the Grocers' Section, Toronto Branch of the Retail Merchants' Association, on Monday evening, the question was gone into thoroughly, with members from the Flour and Feed Mens' Association and representatives of the Dominion Millers' Association. The chair was occupied by Chairman Neil Carmichael, who called upon C. B. Watts, Secretary of the Dominion Millers' Association, to explain the new Act which went into force on January 1st, and which has been interpreted as one of the most ridiculous Acts that has ever been placed on the Statues.

Some Hardships of the Act.

Mr. Watts pointed out that the new Act was an amendment to the Inspection and Sales Act and was passed at the last session of the Dominion House. The idea was to protect the consumer, and it begins to look as if this protection of the consumer had gone too far in so far as flour and cereal branding is concerned. While pointing out a number of hardships which the Act would bring upon the trade, he dealt particularly with the clause of the Act which reads: "Every bag, sack or similar package of flour, meal, rolled oats, rolled wheat or wheat shall be plainly marked with the initials of the Christian name and the surname at full length of the packer or person for whom such bag or package was packed, with the place of business of such packer or person; or where such bag, sack or other package is packed by or for a co-partnership or incorporation company with the firm name of such co-partnership or the corporate name of such company and with the place of business of such co-partnership or company, and (b) with the weight of the contents of the bag, sack or package—the provisions of paragraph (b) as to brand shall not apply to feed, but the composition of the feed in each container shall be stated."

An exception is made to these regulations when the flour, meal, rolled oats, etc., is put up in the presence of the purchaser for his own use, weighed and put in the barrel, half barrel, sack, etc.

This is the point which Mr. Watts declared would be a hardship to the retail grocer and the flour and feed merchant. It meant that if an intending purchaser sent his servant or employee to a retail store for some flour, meal, rolled oats, rolled wheat, etc., the dealer must not only stamp or brand the weight of the contents on the bag or package, but he must also place the initials of his Christian name and his surname at full length upon it and also his place of business. The penalty too is a severe one, being $1 for every bag or package which has not been branded according to the above regulations.

The hardships of such an Act were further dealt with by Mr. Brown of the Brown Milling Co., Toronto, who read correspondence he and another miller had had with the Department of Trade and Commerce at Ottawa. For instance, the Government would not allow a packer to place a tag on the bag with the necessary information, but stated that the information must be literally branded on the bag or package. The retail dealer in retailing flour or rolled oats in bulk, must brand the exact weight, with the name and address, on the package, no matter how small or large the purchase may be, unless the sale has been made in the presence of the purchaser for his own use.

It was further pointed out that flour is bound to shrink a little and particularly if subjected to high temperature. Thus, if the retailer bought a sack of flour which bore all the requirements from the packers' standpoint, and sold it after it had shrunk a few ounces, and if he did not restamp it with the proper net weight, he was liable to the fine of $1. As Mr. Watts said, second-hand bags will now become a drug on the market if this act is literally interpreted. A bag could be branded on one side, then turned inside out and branded on the other, but after that it would have to be discarded entirely.

W. J. Parks pointed out that in the Old Country, if a label was pasted on the bag announcing the weight, that was all that was necessary.

Standard Weight for Potatoes.

E. M. Trowern recalled the fight the Retail Merchants' Association had had with the Government to get a standard weight for a bag of potatoes in Canada, which was now at 90 lb., and stated had he known of the conditions existing in so far as the act relating to flour and cereals were concerned, the objectionable features would have been eliminated. He urged that the grocers, flour and feed men, and the millers get together and prepare a statement to be submitted to the Government which would bring an amendment to this Act. The question was asked as to whether cartons of cereals must have the net weight marked on them, and in answer to this Mr. Watts stated that in his opinien they would have to be so marked. The Deputy Minister of Trade and Commerce had given his opinion that the actual weight of the cereal, exclusive of premiums, would be the rule.

"The men who prepared this Act," said D. W. Clark, "are certainly ignorant of trade conditions. I think this will lead to further complications and I would suggest that a strong committee get together to go into the matter at once." He moved that a joint committee consisting of representatives of the retail grocers, flour and feed men and millers be appointed and this was decided upon.

Going Into Provincial Acts.

The grocers, at least some of them, seem to be pretty well satisfied with the new municipal council. W. J. Parks urged that this year a strong endeavor be made to get firmer legislation in regard to hucksters and peddlers who with little expense and who pay but little for the upkeep of the city, reap benefits that ought to accrue to the merchants. "Some of them," he said, "go down to the market there and make the people believe they are farmers and sell the public often at higher prices than the legitimate retailer. Can't we do something this year?"

Provincial Secretary Trowern suggested that the executive be instructed to go through all the Ontario acts relating to the retail trade, determine where they should be amended and then go to the Government for those amendments. After that would be the time to wait on the city council and see that regulations per-

(Continued on page 41.)

The Clerks' Page

EXTRA CANNED GOODS LABELS.

Canned goods manufacturers have here a suggestion presented to them from a retail salesman which appears to contain a good point:

The Editor, Canadian Grocer.

Dear Sir,—May I make the following suggestion, through the medium of your valued paper:

It is that packers, when shipping cases of canned goods, enclose a few extra loose labels.

Often I have found on opening up cases of canned goods that labels have become soiled and torn, and are, therefore, unfit for putting on sale shelves.

Again, clerks and others have the misfortune to soil or tear labels; and if extra labels were enclosed, cans could be relabelled.

There are other similar points, no doubt, which might be suggested by other clerks.

Thanking you in anticipation,

G. H. VICCARS,
With S. G. Freeze.

Calgary, Alta.

THE MAN WHO KEPT HIS HEAD.

Robinson Crusoe was the original optimist. Times looked bad for Robinson—couldn't have looked much worse. But he didn't say: "What's the Use"; didn't lie down, whimper, kick, and growl at destiny.

No, Crusoe used his **head**; he **thought**—then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally, it came to him in a flash—"I have it," said Robinson—"**I'll advertise.**"

A thousand miles from no where—a possible buyer coming within reading distance of his ad. every few years—that was Robinson's outlook. It was hard times—business depression, a stringent money market—also what Sherman said about war.

But Crusoe, as before mentioned, was an optimist, also a believer in persistent advertising.

He wanted a ship—how would be get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy"—put up another shirt. Yes, times were hard—awful hard; but Crusoe won out—he got his ship—and he did it by **persistent advertising.**

Crusoe was the original optimist.

—Sales Bulletin.

A QUESTION IN MATHEMATICS.

Here is a little problem for the mathematically inclined, among the clerks who read this page:

"Two clerks, A and B, start as employees with the one grocer at $500 a year. A gets a raise of $50 every six months and B gets a raise of $200 at the end of each year. Which is the better off?"

Answers are to be sent to The Editor, Clerks' Page, CANADIAN GROCER, 143-153 University Ave., Toronto. Give the answer and state your reasons. Write to-day.

THE ENCYCLOPEDIA

WHAT IS SAGE?

Sage is a shrub whose tops and wrinkled whitish-green leaves are extensively used, both fresh and dried, for flavoring soups, sauces, dressing, etc., because of its characteristic aromatic, bitter and slightly astringent flavor. Dried sage is retailed in packages, cans and bottles. Sage grows wild in many parts of Southern Europe and has been long under cultivation in all temperate climates.

* * *

SAGO FROM TREE TRUNKS.

Sago is the starch found in large quantities in the trunks of several varieties of tropical palms, from six hundred to eight hundred pounds being not infrequently obtained from a single tree. The palm is cut down just after it reaches maturity—when from ten to fifteen years old, according to the climate and other circumstances—and the pith is put through crushing and washing processes; the sago thus freed being then dried by evaporation, passed through colanders and rubbed or granulated into the little pellets familiar to commeree.

Sago is valuable as a food item, being both cheap and nutritious. It is especially pleasing prepared in the same way as rice pudding.

* * *

TAPIOCA MADE FROM ROOTS.

Tapioca is made by heating the starch obtained from the roots of a certain tree. Under the action of the heat the starch grains burst and are converted into small irregular masses. This product, after thorough baking to remove all remaining moisture, is flake tapioca. Pearl tapioca is that rolled into pellets before baking. The product is also marketed in various sizes of granulated—listed as such, and also as Manioca, etc.—and in pulverized or flour form.

In cooking, tapioca becomes a highly nutritions jelly, largely retaining its raw shape, though in increased size. With appropriate additions, it makes excellent puddings, and it is also valuable for thickening soups. Tapioca Creey and Tapioca Julienne are artificial products of French preparation from potato starch, mixed with various vegetable substanees. They are intended chiefly for use in soups, etc.

HOW OTHER GROCERS DO THINGS.

(Continued from page 28.)

Pomerantz, and my business is just 'appetites.'

"What's the difference what they say. I know I've got the 'Eats,' and I want you to come around to the store and try them.

"POMERANTZ'S DELICATESSEN,
5424 Chester Avenue.

"Open evenings."

While, of course, this method may not be available for some merchants—as is the case with practically every method—there are many districts where this should take well in Canada. Mr. Pomerantz is a reader of Canadian Grocer, who is very much interested in the way grocers of this country conduct their business.

Current News

Quebec and Maritime Provinces.

W. H. Escott of Winnipeg was in Montreal last week.

Millar Hastey, general merchant, Kasubazua, Que., sustained a fire loss recently, insured.

A. Watson Co. has taken over the business of James Hassack & Co., 622 St. Paul street, Montreal.

Shaw & Evans, importers of grocery sundries, 393 St. Paul street, Montreal, suffered a serious loss by fire on Saturday, Jan. 9.

The St. Lawrence Sugar Refineries, Ltd., Montreal, are putting a cane syrup on the market under the brand name of Crystal Diamond, in 2-lb. tins, barrels and ½-bbls.

Charles Forbes, an employee of T. F. Courtney & Co., Halifax, N.S., for sixteen years, met with an accident last Saturday, and died at the Victoria General Hospital.

Godard & Co., who were burned out in the Fraser Building, Montreal, two weeks ago, are now located at 225 St. James

ADAM PALMER,
President Retail Grocers' Association, London, Ont., who has been elected an alderman of that city.

street. They have been appointed representatives in Quebec Province for Wm. Epps & Co., Ltd.

Lieut.-Col. Snider has severed his connection with A. P. Tippet & Co., Montreal, in consequence of his appointment in command of the home defence battalion of Montreal. Lieut.-Col. Snider is well known as the Colonel of the 6th Hussars, and his popularity in military circles is widespread.

Ontario.

L. C. Menhennick, a former grocer in Ingersoll, Ont., for many years, died recently.

Robert Norman, general merchant, Williamsford, Ont., has sold to Chas. Specht.

W. J. Dalgleish, grocer, London, Ont., has joined the travelling staff of the McConnell Manufacturing Company.

J. E. Austin, of Toronto, and Wm. Grice, of Oakville, have purchased the grocery stock of Frank Wilson, Oakville, Ont.

Eric C. Winnett, traveller for the Perrin Biscuit Co., London, Ont., was married last week to Miss M. Black of London.

MacInnes & Uptegrove have opened a wholesale grocery and commission merchant establishment on McNab street, Hamilton, Ont.

C. Ross & Son, who have sold their grocery business to W. J. Higgins, London, Ont., have started to manufacture gum novelties.

The Welland Co-operative Society, Welland, Ont., has purchased the grocery stock and rented the store formerly occupied there by R. A. Phillips.

The Retail Merchants' Association of Peterborough, Ont., have entered a protest to the C. P. R. for discontinuing through trains from Chicago to Boston, and also for the removal of the Sunday trains.

Adam Palmer, president of the London Retail Grocers' Association, was elected Alderman for 1915. Mr. Palmer will look after the huckster by-law and other matters of interest to the retail grocers.

W. J. Mellen, for many years on the executive of the Brantford Retail Grocers' and Butchers' Association and also a member of the Executive of the Retail Merchants' Association of Canada, was elected Alderman of Brantford for 1915.

L. McCormack, of A. McCormack & Son, grocers, Richmond street, London, Ont., was hurt by falling against a lard tub in their warerooms. He struck his side and was compelled to stay home a few days.

W. J. MELLEN, Brantford, Ont.,
President of the Grocers' Section, R.M.A. of Ontario, who was elected an alderman in Brantford for 1915.

Harper Bros. have purchased the grocery stock and building of Eric C. Jamieson, corner Fairleigh and Wilson Avenues, Hamilton, Ont.

F. H. Dobbin has been appointed secretary of the Retail Merchants' Association, Peterborough branch, in succession to N. C. Cameron, who some time ago went to St. John, N.B., to become secretary of the provincial organization there.

On Tuesday evening next there will be a joint meeting of the Brantford Grocers' and Butchers' Asociation and the Brantford Branch of the Retail Merchants' Association to finally put into force the amalgamation which was decided upon some time ago. The election of officers will be one of the principal items on the slate.

Western Canada.

Hetherington & Brown, grocers, Regina, Sask., have dissolved partnership, W. H. Hetherington continuing.

Hughes & Butler, Fifth avenue grocers, Regina, Sask., have added a butcher department to their business. This business was formerly conducted next door to their present stand.

G. E. Eyford has opened a grocery store in Transcona, Man. Mr. Eyford is

of Icelandic extraction, and came to the Canadian West nine years ago. He has been in business in Saskatoon and Winnipeg.

Fred R. Salisbury, of Minneapolis, addressed the Canadian Credit Men's Association in Winnipeg on Thursday.

Archibald MacDonald, late chief factor of the Hudson Bay Co., and a pioneer of Western Canada, died recently at Fort Qu'Appelle, Sask.

J. E. McWilliams, who for the past two years has been advertising manager for J. F. Cairns of Saskatoon, Sask., has gone to Portland, Ore., to assume new duties.

Henry Detchon, general manager of the Canadian Credit Men's Association, with headquarters at Winnipeg, is going east to spend a few weeks in Toronto, Montreal and St. John.

Watson & Truesdale, Winnipeg, have moved from their old stand on Market street to 120 Lombard street. The need of larger warehousing facilities was felt, and these new premises offer splendid accommodation in a central part of Winnipeg.

F. G. Evans, of G. Evans & Co., Vancouver representatives of the Dominion Canners, Ltd., and other Eastern concerns, has gone on his annual trip East as far as Montreal, returning via the States, and calling at the different business centres.

F. E. Raymond, secretary of the Saskatoon Retail Merchants' Association, and J. L. S. Hutchinson, of the Saskatoon Hardware Co., with other members of the Provincial Executive of the Association, have been in Regina to interview Premier Scott on various matters of legislation of interest to the retail merchants of the province.

MIXED ON LOCATION.

In the account of the banquet of the staff of H. P. Eckardt & Co., Toronto, which appeared in last week's issue, it was inadvertently mentioned that it was held at the National Club. The dinner, which was in honor of the completion of the fine new office and warehouse building of the company, was held at the Ontario Club.

LOADS OF INFORMATION.

The MacLean Publishing Co.,
Toronto.

Dear Sirs,—Enclosed please find cheque for $2. This was certainly overlooked. I wouldn't be without "Canadian Grocer" for anything. It certainly keeps a man up to date with the food markets, as well as containing loads of useful information for the clerks.

U. STEPHEN,

Edmonton S., Alta., Dec. 7th, 1914.

The Sound Position of Canada

Canadian in Chicago Has Many Opportunities to Compare Favorably the Business Situation in This Country With That of the United States—War Taxes There on Public Utilities.

The following very interesting letter is taken from The Financial Post:

The Editor,

Financial Post,
City.

Dear Sir:

During a recent visit to Illinois, in the course of which I interviewed many prominent business men of Chicago, I was astonished at the erroneous views that seemed to be current regarding the effect of the war upon business conditions in Canada and the prosperity of the Canadian people.

One of the most common misconceptions was that the people of Canada are bending low under the burden of excessive war taxes. To the several business men of the Windy City who gave utterance to this misconception, I explained that it had been necessary for me to go to the United States to experience the novelty of paying a direct war tax. In Chicago I had to pay a war tax (technically known as an Emergency Revenue Tax, but commonly referred to as a War Tax) of one cent on a telegram I sent from that city. If I had used the long-distance telephone I would have had to pay a similar tax; the shipment of a parcel by express would have entailed another direct contribution to the United States Treasury, etc., etc. Those who raised the question of poverty-because-of-War-Taxes were astounded when, after referring to the special direct War Taxes in United States, I stated that none of those taxes were in force in Canada and that the only increased taxes in Canada as a result of the war are a higher tariff on relatively few lines and higher excise duties. As one party rather lamely put it: "We thought that when we in United States had to pay a tax on telegrams, long-distance telephone calls, express shipments, etc., you Canadians would have to pay all these and many other taxes because your country is at war." In answering this poverty question I also used statistics relating to the per capita savings of the people of Canada and United States, respectively, which, as you know, works out very favorably to the people of Canada.

Another misconception was with respect to the extent of industrial depression in Canada as a result of the war. Several whom I interviewed referred to the closing down of one or more Canadian factories, and seemed to think that these instances were typical of the effect of the war upon Canadian industries. Of course, I was able to cite instance after instance of Canadian industries that had been benefited by the war and to point to the war orders of the Imperial Government and the Allies that in themselves are sufficient to keep many Canadian factories busy for a considerable length of time. The Made-in-Canada movement was also referred to as a factor in the stimulating of Canadian industry.

References to a financial stringency throughout Canada and the inability of Canadian banks to provide funds to meet the legitimate needs of Canadian industry were answered by reminders of the course pursued by a number of banks in United States immediately after the war began, which banks availed themselves of the right to notice on the deposits and requested certain clients to reduce withdrawals to a minimum and accept a portion of the face value of cheques as a first payment on account. It was explained that the Canadian banks had not found it necessary to pursue this course, notwithstanding the fact that when the war began upwards of $100,000,000 belonging to the chartered banks of Canada was oustanding in loans in New York, repayment of which could not be secured at the time.

It was argued by many that Canada was suffering from over-speculation in the past and that the people of Canada were experiencing the natural results of that over-speculation. I frankly admitted that Canada was suffering from over-speculation and that certain readjustments on that account were being made. But I pointed out that the time of suffering was synchronising with a time of an assured market for all the agricultural products that Canada could produce and of much higher prices for those products than had ever prevailed in the past. I also referred to the campaign of the Dominion and Provincial Governments to increase agricultural production during 1915. I pointed out that agriculture is the basic industry in Canada and that this increased agricultural production and assured market for that production at top notch prices would greatly lessen what suffering there might have been from over-speculation by directly benefiting not only those engaged in agricultural production, but indirectly the whole country.

(Continued on page 45.)

Tea Is Up in London: Currants Are Firmer

Advance in Primary Markets Makes Currants Firmer—Tea is Quarter of a Cent Higher in London—Sugar Market is Easier—Strong Demand for Prunes — Peppers Are Firmer — Molasses Advanced in Montreal.

Office of Publication, Toronto, Jan. 13, 1915.

WILL there be a war-tax on tea? This is one of the questions that whether or no, like the ghost of Banquo, will not down. There are many in the trade who are expecting to see a tax of five or ten cents per pound on this article when the Finance Minister brings down his budget next month. So far as we can determine nothing has leaked out of the department to indicate that a tea tax would be thrust upon us and the whole thing may simply be the result of fear or hope on the part of some particular member or members of the trade. Just why there should be a war-tax on tea is difficult to explain, as there are many other things, such as theatres, movies, perfumes and other luxuries which might be called upon to produce the extra revenue which is needed to conduct the affairs of the country successfully. If the items above suggested and other luxuries were taxed, the revenue would be secured from sources that can afford it. Tea is the staple drink of the country—for the poor as well as the rich—and a tax on it would be a burden to the poor. Investigations have been made in districts where poverty is much in evidence, and it has been shown that after bread and butter poor people seek tea—something warm and refreshing which would act as a stimulant to the worn-out and ill-fed body. It is to be hoped that there will be no war-tax on this staple of staples.

The tea market remains quite firm and an advance of a fraction of a cent is reported this week from London.

Following up the rise of 50 cents announced last week in flour, another advance has occurred since then. In extent this is about 20 cents per barrel and means a total rise of 70 cents within a week. There is nothing but strength to the flour market in the near future. Millers are expecting to see further rises if anything, and unless something of an international character like the wresting of the Dardanelles from the Ottoman Empire occurs — which would open the door for Russian wheat— their anticipations are likely to be realized. There are some who go so far as to predict $10 per barrel flour, but it is a question whether the Government would not step in to control the situation should that mark give evidence that it would be reached.

A drop in California oranges in the large markets is quite substantial and oranges are now pretty cheap. It appears, however, that the cause of this is only temporary—due to heavy supplies—and that later on there may be a recovery in part at least.

Markets in Brief

QUEBEC MARKETS.

GENERAL GROCERIES—
- Molasses advanced 3c gallon.
- Shelled walnuts now 31c.
- Most dried fruits firm.
- Tea duty talk continues.
- Most spices remain firm.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Further rise in flour.
- Rolled oats strong.
- Special feeds higher.

PRODUCE AND PROVISIONS—
- Storage eggs firmer.
- Dressed chicken higher.
- No other poultry.
- Creamery butter better quality.

FRUIT AND VEGETABLES—
- No more Canadian celery.
- Most apples advanced.
- Navels are down.
- Leaf lettuce scarce.

FISH AND OYSTERS—
- Oysters going well.
- Shelled lines best sellers.
- Fresh cod and haddock.

GENERAL GROCERIES—
- Currants firmer.
- Tea up in London.
- Strong demand for prunes.
- Shelled walnuts down.
- Evaporated apples firmer.

QUEBEC.

Montreal, Jan. 14.—Several important changes occurred this week. Flour, following the advance made a week ago, took another jump on Saturday, Jan. 9, the total advance amounting to 70c. This was in spring wheat flour. In the case of winter wheat flour, there was an advance of 50c per bbl. on Thursday, Jan. 7. Considerable buying took place before the second advance took place, and considerable excitement existed in the offices of the big millers.

Another important change was an advance in the price of molasses from 38c to 41c for the city of Montreal. This was decided upon by the wholesalers, following a firming of the market as a result of new crop delay. Jobbers are large holders, following large sales made by importers during the past few weeks. Large quantities changed hands on the morning of the advance.

Speculation by retailers, wholesalers, and importers, is more evident now than a week ago. Many feel that a tax on tea is inevitable, and that it will be foolish to allow the opportunity to pass without at least having normal stocks on hand. Other men are convinced that other lines will be taxed. There can be no basis for their convictions beyond personal opinion, yet this, together with gossip on the street, is having a very marked effect on business. Take macaroni, for instance: there is talk of a tax on imported lines; as a result business since the first of the year has been exceptional. Not only are wholesalers acting upon their convictions, but retailers as well. Wholesalers are experiencing an unusual call from the retail trade.

When the Wholesale Grocers' Guild met on Tuesday, attention was drawn to the fact that one of the large match manufacturers had reduced their discount by 2½ per cent. to the wholesale trade, and expressed the opinion that they had been unfairly treated, especially as the price of matches had been raised repeatedly of late. A new price list was issued by the E. B. Eddy Co., of Hull, last week. Sulphur or composition matches will in future be packed in cardboard boxes instead of in paper ones. The advance on Telegraph matches was 5c over the last list, and 10c to 25c advance on parlor matches.

A fairly healthy feeling is felt in the trade, owing to the fact that buying since the war began has never been heavy, even at Christmas, and it is expected that business will continue smoothly right through the winter. Circulars from New York importers nearly all have a remarkable "bullish" flavor for the time of the year. An importer of nuts and dried fruits described the situation thus: "Orders are coming in for odd lots. Stocks are very small, and buying must continue, though it is very close."

SUGAR.—Federal refined in New York advanced 10c to $5.05 early in the week, which caused a rush on refineries in Montreal. However, no change took place in Montreal. Raws, which have been described as firm for some time, have not changed in price.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	5 90
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 50
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lumps—	
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—The wholesalers guild had a meeting on Tuesday, and the opinion was expressed generally that a war tax on tea was very likely. Many retailers are buying heavily in anticipation of this and importers are doing more business than they have done for some time. There is also talk of the Government taxing stocks held by importers, and even bills of lading. The London market remains strong, and there is certainly no weakening here.

DRIED FRUITS.—What Sultanas are available are being offered to the trade at what is probably the highest price for years. Substitutes being offered are said to be good for grocers, but not for the bakers' trade. Citrons and peels are still firm, and prices high. Currants are high and scarce. Bag figs and layers are holding firm, but those in fancy packages are being cut a cent. Dates are practically controlled by one house in New York. Hallowees are not obtainable in London in first hands. Fard dates are strong, and final shipments are now coming in. Packing has ceased at Mnseat. Valencia raisins continue strong. It was stated this week that there are not half enough prunes to last until next crop, even for the trade on this side of the Atlantic. Higher prices are said to be inevitable.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 06½	0 07
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	....	0 08½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07¾
Amalias, 1-lb. pkgs.	0 08½	0 08¾
Filiatras, fine, loose, new	....	0 07¾
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 08½
Fards, choicest	....	0 12
Hallowee, loose	....	0 07½
Hallowee, 1-lb. pkgs.	....	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
16 oz. glove boxes, box	....	0 13
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08
Sultana, loose	0 11¾	0 13
Valencia, new	0 08	0 09
Seedless, 16 oz.	....	0 10½
Seedless, 12 oz.	....	0 09
Seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Prices are the same in Montreal. Things are quiet, as is natural at a period between crops. The French population use larger quantities of rice in summer time than in winter. Big trade will commence around March when the new crop comes in. Japans and Siams are expected to be easier. With large quantities cut off from European countries, despite the large amount used by the armies, there must be a congestion on the market producing weakness.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 85
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	**Per cwt.**
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 07⅞	0 06¼
Velvet head Carolina	0 09½	0 10¼
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—Word having reached here from Barbadoes that fresh molasses will cost in the neighborhood of 35c, and that new crop will not be ready for shipment until March, the market took on a firmer tone early this week. On Tuesday morning it was announced that the price of molasses in Montreal had been raised from 38c to 41c a puncheon, and from 35c to 38c for outside points. A month ago, the feeling was that, owing to the low price of raw sugar, lower prices of molasses would be asked early in the year. With this idea in mind, several large holders of stocks sold large quantities at lower prices than they had anticipated getting. As late as Tuesday morning, Montreal wholesalers were placing orders. It was felt by the wholesalers that in view of the fact that the bulk of spot molasses was in their hands, and in view of the fact that reports from Barbadoes indicated delay of new crop, they are justified in raising the price to the above figure. Whether further changes are made depends upon the size of new crop and the weather prevailing between now and February. This turn of events is likely to stimulate forward business. There has been no change in the price of syrups since last October. A cane syrup was put on the market this week by the St. Lawrence Sugar Refineries, the prices of which are the same as those for corn syrup.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.41	.39
Barrels	.44	.42
Half barrels	.46	.45

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	....	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	....	1 40
Cases, 2 lb. tins, 2 doz. in case	....	2 65
Cases, 5 lb. tins, 1 doz. in case	....	3 00
Cases, 10 lb. tins, ½ doz. in case	....	2 90
Cases, 20 lb. tins, ¼ doz. in case	....	2 85
Cane Syrups—		
Barrels, lb., 3¾c; ½ bbls.	....	0 04
Cases, 2 lb. tins, 2 doz. per case	....	2 65
Maple Syrups—		
Pure, per 8½ lb. tin	....	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	....	1 00
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—Business has shown a slight improvement since the first of the year. There is practically no change in the market. Coffee is included in the gossip about war tax, but cannot have any foundation.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—As predicted, a weakness in shelled walnuts followed the arrival of large quantities after the Christmas business was over. Prices to arrive in February immediately dropped from 28c (to the wholesaler) to 24c, and this week jumped back two cents to 26c. One importer alone sold 1,400 cases of walnuts at these figures, but is not anxious to take more, believing that the price will soon be up again. The curious situation is seen here of a wholesaler, who bought good supplies of walnuts cheap, offering them to the retail trade at 31c, whereas certain importers are offering them to the wholesaler at 34c spot. Shelled almonds are considered cheap at 36c. Walnuts in shell declined three cents since Christmas, while filberts in shell are cheaper, but may not remain so. Shelled filberts have already gone up, and the others usually follow. The latter, however, declined following the close of holiday trade. Prices of Brazils and pecans have not changed much since Christmas.

Almonds, Tara	....	0 17
Grenobles, new	0 15½	0 16½
Marbots, new	0 14	0 15
Shelled walnuts, new, per lb.	....	0 31
Shelled almonds, 28-lb. boxes, per lb.	0 37	0 38
Sicily filberts	....	0 13½
Pecans, large	....	0 18
Brazils, new	....	0 11½
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—Market is more active, with large grinding orders for peppers, cloves and cassias. Prices tend generally higher following sharp decreases in supplies in New York since the end of December. Many grades are acutely deficient for normal needs. A continuous domestic demand is expected this month and next, and abrupt advances are likely due partly to lack and tardiness of future sup-

plies and scarcity in New York. The pepper market is very active and further activity is expected. There is little in New York or on the way. White peppers are likely to be higher. Red peppers are almost extinguished and prices are high on sheer absence of supply. Cloves have undergone further hardening in futures. Pimento has a fair undertone. Many grades of nutmeg are scarce. Gingers are quiet and unchanged. The supply of cream of tartar talked of some time ago never arrived. The market, therefore, is firm, and prices are tending upward.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 24	0 80—0 90	0 90—1 00
Pepper, white	0 32—0 33	1 05—1 10	1 1—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or ballers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne cbillies	0 25	0 30
Sbredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES. — A firmer feeling exists in the Canadian white bean market, and quotations have been advanced 10c per bushel. Wholesalers are paying $2.55-$2.60, compared with $2.35-$2.40 which was being asked a month ago. Even higher prices than these are being asked. Split peas are still hard to get, and are commanding high prices. Whole peas continue to arrive of poor quality and unsuited to the high class of article this province demands. Lima beans are weaker and lower prices are looked for.

Beans—		
Hand picked, per busbel	....	2 85
Canadian, 3 lb. pickers, per bushel	....	2 75
Yellow, per busbel	....	3 25
Yellow eyes, per busbel	....	3 25
Lima, per lb.	....	0 08
Peas, Imperial green, per busbel	....	2 60
Peas, white soup, per busbel	2 85	3 00
Peas, split, busb.	....	5 25
Barley, pot, per bag	....	3 25
Barley, pearl	....	4 25

ONTARIO MARKETS.

Toronto, Jan. 14.—Stock-taking is pretty well all through now; only totaling remains, and with the end of a job that nobody really likes has come the opportunity for placing orders. Wholesalers are in a good temper, because they find, in the last analysis, that things were not as bad as they had imagined. The aspect that is hopeful is that there is a tendency on the part of the retailer to keep stocks pretty low, and that—while it means no splash orders—implies continuous buying throughout the year. A little coming often is as good as a lot coming now and then—rather more then than now—and there is always the chance that trade will really rally as the year goes on. The trade, like every other, is becoming accustomed to new conditions after the shaking-up process, and while recognizing the changed premises, the wise man will accommodate himself thereto, adding new methods and better to combat the things he is up against.

A number of wholesalers tell us that things are not at all too bad. "We have nothing to kick about" is the sentiment of one man, and several others subscribe to it. There is no doubt that men are having to be content with less profit, but then so is everybody else. And half a loaf is better than none.

There are vague mutterings about that tea tax still in some quarters. The blessed thing about all the talk is that it will soon be over, and we shall know the worst, for Parliament opens in less than three weeks. As an indication that there is little speculative buying on the strength of the probability—or possibility, if you will—one house cites the fact that through all the talk only one of their customers has mentioned buying to hold. The fact is that retailers have heard this talk of tea tax for so many years that they refuse to be disconcerted. It is true that the exigency is somewhat special this year, and a tea tax is quite possible. But then no one seems to be able to give any reason why it is probable, and there are enough probabilities to bother with just now without getting into a perspiration about a possibility. As far as package tea is concerned, the retailer should remember that if he buys now packages stamped with the present price, and the prices go up, he cannot very well sell them at enhanced prices.

SUGAR.—The raw market in New York last week was firmer on account of the unsettled weather conditions in Cuba. Raws advanced 10c, but Cuban advices this week are to the effect that the weather is better again, and that raws have eased off six points. With a market thus influenced by Cuban weather conditions, any weather improvement will mean lower raws. No big demand is showing just now. Toronto follows New York market pretty well. Things are quiet. The only thing which is keeping the market going—so one dealer gives his opinion—is speculative buying on account of the possibility of a further tax on sugar coming into Canada. History shows, however, that there is usually a strong speculative movement about this time year after year.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 36
20 lb. bags	6 46
10 lb. bags	6 31
2 and 5-lb. cartons	6 66
Nova Scotia refined, 100-lb. bags	6 26
Extra Ground Sugars—	
Barrels	6 76
50 lb. boxes	6 94
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 56
50 lb. boxes	6 76
25 lb. boxes	6 96
Crystal Diamonds—	
Barrels	. 11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lumps—	
100 lb. boxes	7 11
50 lb. boxes	7 21
25 lb. boxes	7 41
Cartons (20 to case)	7 66
Cartons (50 to case)	8 16
Crystal Dominoes, cartons	8 26
Yellow Sugars—	
No. 1	5 96

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—The tendency towards firming up, which was remarked last week, is emphasized by the fact that teas are up a quarter of a cent in London, both in Indias and Ceylons. Supplies are short. At the end of the year tea in bond in London showed a percentage reduction from the amount at the same time in 1913 of something like sixty per cent. There is maintained an even demand, and the fact of low stocks naturally means a firm tone and higher tendency. The quality of the tea in London is poor, comparatively. This tea was shipped at a time when the gardens were under adverse weather conditions. The present supplies in Ceylon are better quality, but these will not reach London for some time.

DRIED FRUITS.—Currants are considerably firmer owing to an advance in the primary markets of about one shilling. Currants have been stagnant for some time, but have at last wakened up. It is possible there is some European buying. Local quotations are up half a cent. There is a fair demand. There is a good sale for Valencia raisins. Sultanas are hard to get. Seeded and seedless raisins, at enhanced prices, find fair demand. Evaporated apples are firmer at ruling prices. Prunes are still the big feature. There is a big retail sale, and has been for some weeks, and there is a big demand, so that they are pretty strong, although prices are actually no higher. There is said to have been some export of this line, though where to remains a mystery. Trade generally has taken a turn for the better. Retailers are placing their orders that have been hanging fire for some weeks owing to the intervention of stocktaking.

Apricots—		
Apples, evaporated, per lb.	0 06	0 06½
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07	0 07½
Amalas, choicest, per lb.	0 07¾	0 08¼
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¾
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 08½	0 09
Seeded, fancy, 1 lb. packets	0 10½	0 10¾
Seeded, choice, 1 lb. packets	0 09¾	0 10½
Seeded, choice, 12 oz.	....	0 08¾
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—The leader this week is shelled walnuts, for which there is considerable demand. Fresh supplies are coming right along, though, and that neutralizes any tendency towards firmness which might accrue from increased demand. The effect of the tie-up at Christmas is still apparent, and the Christmas stock which arrived too late was, in many cases, sold at cost. Price is 38c to 40c. Brazils are still very flat. There are no fresh supplies coming, but demand has fallen flat, and Brazils may be bought at a low figure. They are slightly lower than last week.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Pesnuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 11
Pecans	0 56	0 60
Walnuts	0 48	0 50

SPICES.—Demand has opened up somewhat with the termination of stock-taking. Peppers are firmer, and a trifle higher. Herbs are somewhat firmer.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 27—0 30
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

BEANS.—Prices are holding at last week's levels, and there is a good demand. White peas are said to be none too plentiful, and price on them is firmer.

Beans—	Per bushel.	
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	3 00	3 10
Peas, whole, white, per bush.	3 00	3 10

COFFEE.—There is not much doing in the coffee market, for while there is a steady undertone in New York, there is not much demand. An all-round firming-up is forecast, however. Santos is quoted at 15c to 17c.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Santos	0 15	0 17
Rio	0 18	0 22
Chicory	....	0 14

RICE.—Rices are firmer and moving fairly well, though not as much as they should, from the nature of the commodity. Rice is an exceptionally cheap food, and while there is always some demand for it, the fluctuations are curious.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—There is better demand this week, owing to dealers being short-stocked and having found out their requirements. New molasses, it is prophesied in some quarters, will rule high because of the probable high level of sugar.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 25	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 28	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.

	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 85
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 77½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 82½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 97½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 82½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 82½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 92½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 32½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals. Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
2's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

Winnipeg, Jan. 13.—The quietness which always follows the holiday season exists, and a comparatively small volume of business is being done. Indications, however, are that from now on there will be a considerably larger demand from the retailers than is usual during January and February.

SUGAR.—There is little change in this market, nor does there seem to be any immediate likelihood of any change. On the New York market is noted a firmer tone.

Sugar, Eastern—	Per cwt. in sacks.
Sugar, standard granulated	6 70
Extra ground or icing	7 35
Powdered	7 15
Lump, hard	7 65
Montreal yellow	6 35
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60

Barrels, per cwt.		5 55
Halves, 50 lbs., per cwt.		6 60
Bales, 20 lbs., per cwt.		6 65
Powdered, barrels		6 90
Powdered, 50s		6 25
Powdered, 25s		6 55
Icing ,barrels		6 45
Icing, 50s		6 60
Icing, 25s		6 60
Icing, pails		6 50
Cut loaf, barrels		6 30
Cut loaf, 50s		6 55
Cut loaf, 25s		6 80
Sugar, British Columbia—		
Extra standard granulated		6 60
Bar sugar		7 05
Icing sugar		7 25
Powdered sugar		7 05
H. P. lumps		7 55
Yellow		6 95
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		3 15
5-lb. tins, 1 doz. to case, per case		3 50
10-lb. tins, ½ doz. to case, per case		3 30
20-lb. tins, 3 tins to case, per case		3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case bigber.)

	Per gal.	
Molasses—		
Barbadoes	....	0 53
New Orleans	....	0 34
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz.	....	6 40
Imperial ½ gals., 1 doz.	....	6 65
New, pure, ½ gal. case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—Raisin quotations are changed this week, some of the old lines of Sultanas now being off the market. Their place, however, is taken by other lines, prices for which are given below. Prunes are considerably stronger on the California market, and dealers may expect advances in this line in the near future. Evaporated apples are also higher, though prices on this market will not likely change until the present stocks are more nearly exhausted. Peaches and apricots are both barely holding their own. At the present prices they should be considered a cheap food.

Apples, evaporated, new, 50's	....	0 06½
Apples, evaporated, new, 25's	....	0 07
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 06¾
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		
3 crown loose, 50's	....	....
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08¼
70 to 80	....	0 08¾
60 to 70	....	0 09½
50 to 60	....	0 09¾
40 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅜
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11¼
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05¾

NUTS.—New arrivals now on the market have brought lower prices in some lines. Shelled almonds have dropped 4c, while walnuts are down ½c. The demand for this line has, of course, fallen off very largely since the new year.

Soft shelled almonds (new)	0 20¼	0 20½
Markle walnuts (new)	0 12	0 12½
Brazils	0 13	0 13½
Filberts (new)	0 12¾	0 13
Almonds, shelled	0 40	0 41
Walnuts, shelled (new)	0 45	0 46
Roasted peanuts (new), Jumbos	0 14½	....
Roasted peanuts (new), fancy	0 12	....
Roasted peanuts (new), choice	0 09½	....
Pecans, choice, polished	0 17	0 22

TEAS AND COFFEES.—Large exportation to Europe, which has depleted the somewhat short stocks materially, has brought an advance in coffees. Rios are up ½c generally, and Santos are now quoted ¾c higher than a week ago.

	Per lb.	
Coffee—		
Rio, No. 5, green	....	0 15
Rio, roasted	....	0 18
Santos, green, No. 4	....	0 17¼
Santos, roasted	0 23½	0 24¾
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

BEANS.—This product is strong in Ontario, but it seems that large quantities of beans are being held in Michigan and other American States. Unless, therefore, a very heavy export demand develops, bean prices would hardly go beyond their present level. There is, however, little or no reason to expect that the demand from abroad will decrease. It rather seems practically certain that more and more this product will be wanted, and the general opinion is that beans at their present prices are perhaps lower than they will ever be again until the new crop is harvested next fall.

Beans—		
Canadian, hand-picked	....	3 10
3-lb. pickers	....	2 85
California Lima Beans—		
Bag lots	....	0 08¼
Less than bag lots	....	0 08¾
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 16
Peas—		
Split peas, sack, 98 lbs.	....	5 60
Whole peas, bushel	....	2 50
Sack, 49's	....	2 83

RICE AND TAPIOCA.—Rice is considerably weaker, and dealers may expect to see No. 2 Siam sold during the coming summer at prices ranging from 2½c to 3¾c. This is on the Winnipeg market. It is expected that No. 2 Japan will be quoted around 4½c. The lower tone to this market, in view of the war making all food products in great demand, at first seems a little hard to understand. It must be remembered, however, that Austria and Germany have been large users of rice, and these markets are practically cut off at the present time. Nothing new to note in the tapioca market.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 04⅝
Siam, per lb.	0 04⅛	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 04⅞

SASKATCHEWAN MARKETS.

(Corrected by Wire.)

Regina, Jan. 14.—A considerable advance has occurred in flour, owing to the rapid advance in wheat prices since the opening of the year. Flour advanced 50c per barrel locally, or 25 cents per hundred. One standard brand is now wholesaling at $3.60. It is probable that the jump in the flour market will affect the price of bread, but no move toward this end has as yet been made by local bakers. Practically all cereals, it is expected, will advance in sympathy with the jump which wheat has taken. Rolled oats are also advancing.

Eddy's matches have advanced 25 cents per case. Sugar is firm. Creamery butter is up 2 cents, and is now wholesaling at 33c. Dairy No. 1 is now quoted at 24 cents. New-laid eggs, if obtainable at all, are bringing 40 cents.

Business this month so far is rather quiet owing to the fact that all the travelers have been off the road, but they are now out again, and an impetus in all lines of business is looked for.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 33
Butter, dairy, No. 1	....	0 24
Cheese, per lb.	0 17⅞	0 18
Eggs, new laids	....	0 40
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 40
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 62
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 07¾
Potatoes, N.B., per busb	....	0 95
Potatoes, Ontario, per busb	....	0 90
Rolled oats, bail of 80 lbs.	....	3 55
Flour, 98's	....	3 60
Oysters, per gal.	....	2 50
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	6 94
Sugar, yellow, per cwt.	....	6 40
Walnuts, sbelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	5 00	6 90
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08¾

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Jan. 14.—The wheat and flour market is centre of interest. Manitoba and Ontario flours advanced to $8.25 and $7.35 respectively, nearly $2 since war started. The market is reported firmer. Rolled oats are higher at $7.25, and oatmeal has also advanced to $7.75. Market is steady in both staples. Cornmeal is easier, ordinary being $1.80. Provision market is lower in tone, barrel being $25.75 to $27. Pork, American, is $25 to $27.75, and domestic $27 to $27.50. Sugar is quiet. Supplies are fair in eggs, and market is easier. Butter is fairly firm: potatoes are particularly plentiful, and prices are easy. Dealers look for higher quotings soon. General business is quiet, and collections average.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	25 75	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	25 00	27 75
Pork, domestic, per bbl.	27 00	27 50
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10¾
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 80
Flour, Manitoba, per bbl.	....	8 25
Flour, Ontario	....	7 35
Rolled oats, per bbl.	....	7 25
Oatmeal, standard, per bbl.	....	7 75
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	6 45	6 55
United Empire	6 35	6 45
Bright yellow	6 25	6 35
No. 1 yellow	5 95	6 05
Paris lumps	7 25	7 50
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 36	0 39
Currants, per lb.	0 08	0 08¼
Rice per cwt.	4 50	5 00

FLOUR AND CEREAL BRANDING

(Continued from page 32.)

mitted by the Legislature were being carried out to the letter. The Association had all the acts printed and was sending them out to branch associations for expressions of opinion on where amendments should be gone after. On this suggestion the executive was empowered to deal with this matter.

The soap question was again discussed at length. The grocers are trying to get better margins and are making an endeavor to get soap—at least one brand—put on the Contract Selling Plan so that the retail price could not be cut. Developments are proceeding along this line and it may be that at the next meeting there will be something definite decided upon.

There is a report to the effect that the price of bread to the retailer will be raised by some of the large bakers but that to the consumer it will be the same. D. W. Clark declared that it looked as if the retailer was again going to have his profits shaved in the deal, whereas the manufacturer would get an increase. He proposed that if the rumor were found to be correct, that measures be taken to overcome the alleged disadvantage.

The motion was made at the last meeing by Donald Nicholson that the question of a social function be considered, was dealt with. The decision was reached that some function be held, the matter being left in the hands of a committee composed of Donald Nicholson, D. W. Clark, F. C. Higgins and J. W. Parks, will full power to act.

Produce Men Discuss Improvements

Convention in Guelph This Week—Addresses on Bettering Egg and Poultry Conditions — Shippers Urged to Provide Egg Crates.

GUELPH, Ont., Jan. 12 (Special). —Many problems of direct interest to the retail trade of the country were discussed at the annual meeting of the Canadian Produce Association held here during the week. Probably the main object of the convention was to devise means to better the system of egg distribution with the least possible loss.

Prof. W. R. Graham discussed the standardization of eggs, showing the need for some recognized scale whereby eggs may be graded the country over. Roughly, Professor Graham divided eggs into four classes—viz., fresh gathered, storage, preserved and "dirties." These classes in turn were split up into from three to six grades of excellence. The convention appointed a committee, which will go further in the matter of outlining a system of standardization. At the head of the committee is President McNeil, of the Chicago Butter and Egg Board, the other members being Messrs. Silverwood, Dalrymple, McLean, Friedmann, Porter and Prof. Graham.

Better Transportation Needed.

"The shipper of butter can secure a rail record and a steamship record of the progress of his shipment; so can the man who handles cheese. Why then are eggs, which are just as fragile, just as tender and just as susceptible to taint, entirely overlooked?" asked Mr. J. Steinhoff, who discussed transportation. Eggs, the speaker said, received no special treatment; they were loaded in dusty cars or with heavier freight, or were left standing at junctional points. "Why cannot we have egg cars, on our main lines at any rate, as we have butter cars?" he asked. This point so appealed to the audience that a committee ordered the executive to proceed in the matter and to appeal for Government aid in securing the desired reform.

A point of general interest was raised by H. B. Clemes, of Gunn's, Limited, Toronto, when he moved the abolition of the present paid egg crate system. As Mr. Clemes outlined it, in future the egg crate should be provided by the shipper rather than by the receiver of the eggs, as is now the case with butter or cheese. Eggs alone would be the basis of barter: it would be up to the shipper to provide the package.

A. E. Silverwood, of London, spoke on quality payment for poultry.

In the absence of the president, Lieut.-Col. Gunn, of Montreal, who is on active service, the chair was taken by Vice-President J. L. Bowes, of Toronto.

The subject of quality payment for eggs was dealt with by James T. Madden, of Wm. Ryan Co., Toronto, and that of the standardization of poultry by Prof. W. R. Graham. Finished poultry for the market and marketing various varieties and grades at proper times was discussed by Prof. W. R. Brown. The Chinese egg question was dealt with briefly by Mr. D. Naismith, of Vancouver.

The Canadian Produce Association will in all probability purchase and equip a traveling kitchen for the use of the battalion commanded by Col. J. A. Gunn, of Montreal, the president. The idea was advanced at a banquet by J. L. Bowes, the chairman, who called for subscriptions of $50, $25 and $10. The response was most spontaneous. In a short time over $1,000 was secured, and this amount was considerably augmented this morning by delegates who were not present at the banquet. Mr. Bowes stated this morning that he had not the slightest doubt but that the project would go through, and he was very proud of the stand the association took in this matter. More than one of the large subscriptions came from representatives of concerns in the United States, and their action was loudly applauded.

Short addresses were given on the refrigeration of eggs and poultry and on the progress made in loss off basis of buying eggs. Among those who took part were: A. Valliancourt, Montreal; A. S. Duclos, Edmonton; J. K. Murray, Winnipeg, and R. J. McLean, Toronto.

R. J. McLean, of Bowes, Limited, Toront, was elected president, with J. W. Steinhoff, of Toronto, secretary-treasurer.

CONTEST ANNOUNCEMENT NEXT WEEK.

The winners in Canadian Grocer's Christmas window dressing contest will be announced in next week's issue. A very gratifying number of pictures have been entered this year, and readers tell us there would have been more had not the frost on the windows around the holiday times prevented them from getting good photographs. The list of entries is nevertheless a lengthy one, some having come from as far west as Victoria and Kelowna, B.C. Watch for the announcement next week.

Fruit and Vegetables

Slump in Navels: Demand for Leaf Lettuce

California Navels Are Down in Both Markets—All Apples Higher in Toronto—Valencias Easier in Montreal—Cranberries Moving Well—Brussels Sprouts in Montreal—Leeks Are Higher.

MONTREAL.

FRUIT.—A remarkable drop in the price of large size navel oranges took place this week, quotations for 96-126 being now 2.50 per case, with 3.00 for 150-176, and 3.25 for 200-288. Florida oranges remain the same—2.75 for all sizes. Mexican oranges are slightly dearer, 2.75 being asked. Valencias are a little easier at 5.50 for 714 size large cases. Lemons, for which the demand is rather poor, are being sold at about the same price. The wonderful demand for apples continues, and the market is even firmer. Fameuse and McIntosh reds are scarce, and each cost $6 per bbl. for No. 1's. Russets have been advanced to $4, and Greenings 3.75, the latter being scarce. Baldwins are quoted down to 3.50, while Spys remain firm at $4. Few pears are being carried in stock, and the demand is only small. The same applies to cocoanuts. Pineapples are slow.

Apples—		
Baldwins, No. 1, bbl.	....	3 50
Spys, No. 1, bbl.	....	4 00
Russets, No. 1, bbl.	....	4 00
Greenings, No. 1, bbl.	....	3 75
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 50
Cranberries, bbl.	5 50	6 50
Grapefruits, Jamaica, case	2 00	3 00
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	1 25	1 50
Lemons—		
Messina Verdelli extra fancy, 300 size	2 25	2 75
Malaga, 420 size	....	5 00
Oranges—		
Cal. Navel, 150-176-200-216-250-288	....	3 25
Cal., 96-126 size box	....	2 50
Florida, 176-200-216	....	2 75
Florida, 126-150	....	2 50
Mexican, 126-150-176-200-216-250	....	2 75
Valencias, 714 size, large cases	....	5 50
Pineapples, case	3 25	3 50

VEGETABLES.—Brussels sprouts are now coming on to the market in quart boxes, at about the same price as heretofore, 15c per quart. Cabbage is slightly dearer, being quoted 1.25 per bbl. Cauliflowers are now arriving in crates of two dozen, worth $4. Lower prices are asked for cucumbers, probably owing to the poor demand. They are now quoted 1.75 per doz. There is a brisk demand for celery, which has advanced to 5.50 per crate. Leeks are up, and likely to advance farther during the next two weeks: present price, 20c. per bunch. There is a fair demand for Spanish onions at 3.75 per case. Parsley is down to 60c per doz., and in good supply. Potatoes are slightly firmer, but are cheap at the price, 75-80c. Small baskets of peppers have advanced to 75c. Tomatoes are scarce, and there is a good demand at 30c per lb. Watercress must be scarce in Boston as the price has advanced to 1.35 per doz.

Artichokes, bag	....	1 25
Beets, bag	....	0 75
Brussell Sprouts, bunch	....	1 00
Cabbage, per bbl.	....	1 25
Carrots, bag	0 50	0 75
Cauliflowers, 2 doz.	....	4 00
Cucumbers, fancy, doz.	....	1 75
Celery, crate	4 75	5 00
Leeks, bunch	....	0 20
Lettuce, head, per box	1 75	1 90
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	....	3 75
Spanish, per ½ case	....	2 25
Red, 75-lb. bags	....	1 50
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	....	0 60
Peppers, green, 3½-qt. basket	....	0 75
Potatoes—		
Montreal, bag	0 75	0 80
Potatoes, sweet, Jersey, hpr.	....	2 50
Spinach, American, in bbls.	....	3 00
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	....	0 30
Watercress, doz.	....	1 35

TORONTO.

FRUIT.—All apples have firmed up and are higher by 25c or 50c. Snows are off the market now. There is a good steady demand for other lines. Cranberries are holding at ruling prices, and there is a steady call—$7 sounds high, but it represents a lot of cranberry pie. California navels have slumped this week and may be had at $2 to $2.50. Packers are asking 35 cents more but merchants are not buying. Toronto is loaded up for a week or ten days, though price may advance then. This is a good opportunity to buy. Grape fruit is moving well. Messina lemons are down slightly, but demand is only average. Pineapple is moving fairly well, and obtains at old prices. General business is good particularly for this season, when things usually fall flat.

Apples—		
Wagners	....	2 75
Greenings	2 25	2 75
Kings	2 25	3 25
Baldwins	2 50	2 75
Spies	2 00	3 25
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 75	7 00
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 00	7 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California, late Valencias	4 00	4 50
California navels	2 00	2 50
Lemons, Messinas	2 75	3 25
Lemons, California	3 75	4 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	2 75	3 00
Grape fruit	2 50	2 75

VEGETABLES.—The milder weather has interfered to a marked extent with business, and there is a big supply of vegetables on hand. With return of cold weather, however, will come higher prices. If they are cheap now; they won't be later. Cucumbers at $4 to $4.50 a crate containing two dozen, find ready buyers. Stuff is good. Spanish onions are up 25c at $4.25 to $4.50. Leaf lettuce at 25 and 30 cents is scarce and there is quite a demand. Canadian celery is done, and Californian celery is going well at $4.25 to $4.50. Californian cauliflower at $3.50 to $3.75 is moving. Stocks up to now have been light, but there is more on hand this week and will be right along. Potatoes have a weaker undertone though are quoted at same prices.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 50	0 60
California cauliflower	3 50	3 75
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	1 75	2 00
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	4 25	4 50
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	4 00	....
Can., 75-lb. bags	....	1 35
Green peppers, basket	....	0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25

(Continued on page 45.)

Fish and Oysters

Shell Oysters in Demand: Fresh Cod and Haddock

Oysters Generally Are Moving More Freely — Demand is for Rockaways and Blue Points—Some Fresh Haddock and Cod Are Selling—American Halibut is High Priced—Montreal Forecasts Easy Prices on Frozen Halibut and Salmon.

MONTREAL.

FISH AND OYSTERS.—The feeling in the fish market is that, if a change takes place at all, prices will go lower, particularly in the case of frozen halibut and salmon. These were held some time ago at stiff figure but it developed that more fish was available than was at first thought, and unless some big buying takes place, prices will certainly be easier. Pickled and salt fish, which have been slow during the past month, are now beginning to move more freely, and prices are firm. As Lent approaches, an advance is not unlikely. In all other lines, trade is only of a hand to mouth nature, particularly in the cases of lobster, bulk and shell oysters, scallops, clams, etc. Few fresh fish are arriving, haddock and cod being the only receipts, and these only in small quantities. Fishing has been bad, and prospects are for few haddock, and ground fish generally until March or April. The trade is disappointed with frozen herrings this season, as very few are available. Reports from Newfoundland state that nearly every vessel has been frozen up into the bays, and will not be able to get away until April. Consequently, prices are higher, as supplies are only available from New Brunswick. Frozen herrings are quoted at 2.25-2.30 per 100 count.

TORONTO.

FISH AND OYSTERS.—Feature of market this week is the better movement in oysters. Now is the time when associations and societies are holding banquets and there is a good demand on this account. Over-the-counter trade is much better, too, particularly in shell oysters, which are certainly getting more popular with the general public. British Columbia salmon and halibut are moving freely about the only fresh stuff that is coming now is haddock and cod from Nova Scotia. It is good, and a good seller for people who will pay the price. There is a little fresh halibut from Gloucester, Mass., but price on this is very high, so that only the people who have lots of money feel inclined to buy it. The stock of trout and whitefish from Georgian Bay gets less and less, and frozen fish constitutes the main support of fish men just now. They are looking forward to Lent, though, as one dealer said, Lent while it imposes restrictions on some foods does not necessarily imply that every good churchman who observes Lent will lay out fortunes in fish.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-.10
Haddies, 15-lb. and 30-lb, boxes, lb.	.07	.08-.10
Haddies, fillets, per lb.	.10	.11-.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.50	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.13-.11	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.04½-.05	.07-.08
Steak codfish, per lb.	.05½-.06	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.12	.16-.20
Herrings, per 100 count	....	2 25

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, sbell oysters, selected J.A.P., per bbl.	9 00	....
Malpeque, sbell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	8 00
Live lobsters, medium and large, lb.	0 26	0 40
Live lobsters, medium and large, lb.	0 26	....
Boiled lobsters, medium and large, lb.	0 28	....
Winkles, busb.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06½	0 08—0 09

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10	.10
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.08½-.09	.09-.10
Pike, dressed and beadless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.07-.06
Tom cods, new, per bbl.	2 25	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, balf bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, balf bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, balf bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, balf bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—Business in this line continues good, the cold weather being just what is required to stimulate orders. During the week there has been no change in prices. In fact, the market is without a feature except for the satisfactory ordering.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mulletts	....	0 03
Fresh whitefisb	....	0 08½
Fresb pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 .8
Frozen salmon	....	0 11
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 00
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75

Produce and Provisions

Butter and Cheese Higher: Chicken in Demand

Creamery Advanced One Cent in Toronto—Cheese is Firmer and is Up Slightly—Lard Advances—No Turkey or Geese or Ducks in Toronto Market—Good Demand for Chicken at Better Prices.

MONTREAL.

PROVISION.—This market remains quiet, prices remaining practically the same as a week ago. Retailers bought heavier than usual around Christmas, and are still fairly well supplied; which accounts for the quietness. Abattoir fresh killed hogs are being quoted at 11.50 to 12.00, the advance having taken place late last week. It was believed that this would strengthen the provision market all round, but the effect is not yet very evident.

Hams—		
Medium, per lb.		0 17
Large, per lb.		0 16
Backs—		
Plain, bone in		0 21
Boneless		23
Peameal		0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll		0 16
Shoulders, bone in		0 15
Shoulders, boneless		0 16½
Cooked Meats—		
Hams, boiled, per lb.		0 24
Hams, roast, per lb.		0 28
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per	bbl.
Heavy short cut mess		27 00
Heavy short cut clear		27 00
Clear fat pork		29 00
Clear pork		26 00
Lard, Pure—		
Tierces, 350 lbs., net		0 12
Tubs, 50 lbs. net		0 12¾
Boxes, 50 lbs. net		0 12¼
Pails, wood, 20 lbs., gross		0 12½
Pails, tin, 20 lbs. gross		0 12
Cases, 10-lb. tins, 60 in case		0 12¾
Cases, 3 and 5-lb tins, 60 in case		0 13
Bricks, 1 lb., each		0 13¼
Lard, Compound—		
Tierces, 375 lbs., net		0 09½
Tubs, 50 lbs., net		0 10
Boxes, 50 lbs., net		0 10
Pails, wood, 20 lbs., net		0 10¼
Pails, tin, 20 lbs., gross		0 10¼
Cases, 10-lb. tins, 60 in case		0 11
Cases, 3 and 5-lb. tins, 60 in case		0 11
Bricks, 1 lb., each		0 12
Hogs—		
Dressed, abattoir killed	11 50	12 00

BUTTER.—A strong under current has characterized this market for a week or more, and a further slight advance has taken place, which brings the total advance since close of navigation up to 2½c. Receipts are coming in well, but spot stocks are small.

Butter—		
Finest creamery	0 30	0 32
Dairy butter	0 23	0 25

CHEESE.—There has been no change to this market, but it continues firm under a shortage. Receipts show an increase over last week's.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—It was reported this week that American firms had been in the market of late making inquiries as to conditions with a view to offering supplies here. It is opinion of the trade, however, that with the price of eggs in the United States, and the duty and freight, they could not bring in supplies and compete in this market. Dealers are paying 40 to 42c. in the first market, and selling to the retailer at 45c. Storage eggs are inclined to be quiet.

Eggs, case lots—	
New laids	0 45
Selects	0 32
No. 1s	0 28
Splits	0 20

HONEY.—There is no feature to report in this market, business continues to come in smoothly.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12¼	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 15

POULTRY.—Business has quietened down considerably after the holidays, but prices are about the same as have prevailed throughout the holidays. This is owing to the fact that few arrivals have come in since then, and dealers are expecting to go on to storage stocks from now on. Large fancy fat fowl, for which there has been a large call, are slightly dearer. The demand for live stuff is very good, but since Christmas dressed stuff has been quieter. It is not believed that business will pick up much until the public recover from the surfeit they had two weeks ago.

Fresh Stock—	Live.	Dressed.
Fowl	10—12	12—16
Spring chicken	9—10	12—16
Fancy, crate-fed chickens, 5 lbs.	12—14	18—20
Turkeys, fancy	15—16	20—22
Ducks	12—13	14—15
Geese	13—14	14—15

TORONTO.

PROVISIONS.—Smoked and dry salted meats generally are moving well although demand is distinctly a winter demand. Hams, medium are up half a cent. Backs show a general advance of a cent. Lard has firmed up and holds at prices half a cent better than last week. Market is firm on dressed hogs, with fair amount of trading.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 16	0 16½
Large, per lb.	0 15	0 15½
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17½	0 18
Roll, per lb.	0 14	0 14½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11¼
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¼	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09¼
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.		7 45
Live, fed and watered, per cwt.		7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—There is a much better demand for creamery and it is up a cent at 33 to 34. Retailers have run down their stocks pretty low and are calling for more. There is some export demand too. The quality of creamery is better this week. Separator and dairy prints are higher one cent, and firm at ruling prices. Receipts are better this week.

Butter—		
Creamery prints, fresh made	0 33	0 34
Separator prints	0 27	0 31
Dairy prints, choice	0 26	0 29
Dairy, solids	0 21	0 25
Bakers	0 18	0 20

CHEESE.—Cheese is firmer this week, and prices have appreciated a quarter of a cent. Good export demand is helping, although compared with last year Canadian cheese in England is much less.

Cheese—		
Old, large	0 18	0 18¼
Old, twins	0 18	0 18¾
New, large	0 17	0 17¼
New, twins	0 17¼	0 17½

EGGS.—New laids, despite the better weather from the hen's point of view—if

hens have points of view—have lagged a little in coming in this week, and quotations are firmer at 40 to 45c. There is a steady demand from retailers. Storage market is firmer. Receipts are good but there is a steady and well-defined demand. Exports continue fair. Prices show no actual change. It is said that quotations on storage are kept down by reason of the fact that in many cases supplies are contracted for.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 40	0 45
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—The only poultry left on the market apparently is chicken, and it is firmer at prices two cents above last week's level. There is little coming in. Turkeys are practically off; instead of stocks being left over from Christmas trade, there is not a turkey to be seen on the street, unless it be that one has been preserved as a memorial to the farmer's shrewdness over the Christmas deal. Geese and ducks are conspicuous by their absence. We quote prices on all three, though they are in the same position that price of new laid eggs was some little time ago—they may be correct or they may not. There is no market except for chicken.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 16	0 18—0 20
Turkeys, fancy	....—....	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 17
Ducks	0 12—0 13	0 12—0 15
Geese	0 12—0 13	0 15—0 16

WINNIPEG.

PRODUCE.—A very strong tone is noted in this market, the single exception being poultry. In butter and cheese an advance has been struck, and further upward movements are likely. The effect of the war is now becoming marked.

As far as cured meats are concerned, no actual advance in prices has been made, but the whole tone is so strong that this seems likely. Probably not before the end of the month, yet inside five or six weeks, higher quotations may be expected.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER.—At the present time there is a very limited stock of Manitoba creamery; especially is this so of No. 1. There is, moreover, little chance of bringing in butter at the present time. Eastern townships butter on sale in Montreal is high. The price for New Zealand butter in B. C. is also prohibitive. As there is a heavy shortage in the United States, it is the next thing to impossible to get any further supply from there. It seems, therefore, that producers will have to depend upon the stocks they now have on hand, and dealers may expect some difficulty in getting what they need in the immediate future. Prices are practically certain to go still higher before the end of the month. Creamery is now being quoted from 32c to 33c. Dairy butter is practically off the market, and there is a limited supply of cooking butter, the price for which has also been advanced 1c.

Butter—		
Creamery, Manitoba	0 32	0 33
Dairy	....	0 25
Cooking	0 20	0 22

CHEESE.—The strength of this market gives reason for conjecture as to what may happen next season. The export demand for military purposes, coupled with the shortage of cream receipts, have resulted in the stocks being greatly reduced. Prices have consequently advanced ½c per pound. If present prices hold—and any movement which may come seems almost certain to be upward—there is a likelihood that the creameries will start making cheese instead of butter when they begin to get milk next spring. If this should occur, there will, of course, be an increased shortage in the butter supply, and prices would rise in consequence.

Cheese—		
New, large	....	0 17¼
New, twins	....	0 17¾

EGGS.—The export demand is still heavy, the majority of these eggs going to England. The result of this has been to make a strong market, but so far prices have not been advanced. With eggs the export demand changes so quickly that an advance would not likely be made until supplies were materially reduced. Less than a month ago the British Government was buying heavily of eggs from the Western States. Apparently what was secured did not give entire satisfaction, and so orders have been placed in Western Canada.

Eggs—		
Extra firsts	....	0 28
Checks	0 17	0 18
Extra, in cartons	....	0 30

POULTRY.—The demand for this line has practically fallen off. Stocks are only fair, but the various lines can be secured at the old quotations.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

FRUIT AND VEGETABLE MARKET.

(Continued from page 42.)

WINNIPEG.

FRUIT.—The volume of business being done is not very large, but is generally reported pretty well up to that done in other years at this time. Despite the big supply of apples available early in the year, Spies are now scarce in the city, and prices have advanced to $5. It seems quite likely that they will go higher. Pears are practically off the market, and the demand for them is comparatively low. Grape fruit and grapes continue to sell well, but the demand for cranberries has fallen off somewhat.

Apples—		
Washington	....	1 25
Apples, bbls.	3 00	5 00
B. C. box apples	....	1 50
Cranberries, case	....	3 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	7 00
Grape fruit	....	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	3 00	3 50

WINNIPEG.

FLOUR AND CEREAL.—Following the rapid rise in the price of wheat, an advance of 50c per barrel was struck by the local millers, as stated briefly last week. Rather strangely, oats did not advance in sympathy, and no change in the price of cereals has yet been set. It is a little difficult to tell just what effect the advance in flour will have on the dealer. Bakers, of course, always have their supply a number of months in advance, and the advance will make no immediate difference to them. It is said on some hands that the grocers also were generally informed of a probable advance, and that many of them have placed large orders for delivery within the next sixty or ninety days. One wholesaler states that their customers are so well covered that for two months at least it will not be necessary for them to advance prices to the consumer, although they will be at liberty to do so. On the other hand, it is stated by some that the advance caught many merchants unawares—as the necessity of it is said by these to have caught the millers. Apparently it is a case where some have seen that any movement which might come would almost certainly be in an upward direction and have provided for this.

Manitoba Wheat Flour—	Per bbl.	
First patents	....	6 90
Second patents	....	6 30
Strong bakers'	....	5 60
Cereals—		
Rolled oats, per 80 lbs.	....	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 80

SOUND POSITION OF CANADA.

(Continued from page 35.)

There seemed to be an impression in some quarters that Canada had given itself up to interest and participation in the war to such an extent as left little interest or effort for the regular industrial pursuits. I referred to the "Business as Usual" policy that has been so generally adopted throughout Canada and asserted that while Canada was determined to do her full share in the work to which the British Empire has set herself, Canada was equally determined to maintain her industrial activity and business conditions generally at a point as close as possible to normal and that the effort in that direction was meeting with a very considerable measure of success.

Yours faithfully,

"A Reader of The Post."

Flour and Cereals

Flour Up Another 20c. and Still Soaring

Manitoba Wheat Flour Shows Appreciation of 20c—Ontario Winter Wheat Advanced 25c—Upward Movement Not Finished Yet —Rolled Oats Higher in Toronto—Export Demand is Heavy—Some Special Feeds Are Up.

MONTREAL.

FLOUR.—Despite the weakness displayed by the wheat market last week-end and early in the present week, further advance took place in price of spring wheat flour, this bringing the price for first patents up to $7.40, second patents 6.90, and strong bakers' 6.70. This advance was made on Saturday afternoon, Jan. 9, and was not generally known until Monday morning owing to fact that millers' offices were closed. This applies to Lake of the Woods Milling Co., and the Ogilvy Flour Co. In the case of the St. Lawrence Milling Co. the advance on Saturday was only one of 20c, as this company had already advanced their prices 20c on the previous Wednesday, and 30c on Monday, Jan. 4. Market is still firm, although wheat has been off a little. The feeling prevailed, however, that wheat market would strengthen, with possibility of higher flour prices. The effect of these advances was to excite the market to a state such as has not been experienced since the outbreak of the war. Up to last week domestic business had been sluggish, but when the advance took place, there was a rush to buy, the feeling being general that the advance was justified, and a further advance was likely to occur at any moment. As stated, the second advance took place on Saturday.

Manitoba Wheat Flour—	Per bbl.
First patents	7 40
Second patents	6 90
Strong bakers'	6 70

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 50	6 70
90 per cent. in wood	6 00	6 25
90 per cent. in bags	2 85	3 10
Straight roller	6 00	6 25
Blended flour	5 85	6 35

CEREALS.—While the flour and feed markets have undergone big changes during the past week, little change took place in cereals. The demand for rolled oats is not big, but market has a firm undertone. The weather has not yet been particularly severe, and a better demand is expected if colder weather comes. The demand at present is steady for both local and export.

	Per 96-lb. sack.	
Cornmeal—		
Gold dust	2 20	2 25
Unbolted	2 05	2 15
Rolled Oats—	90's in jute.	
Small lots	3 20	....
25 bags or more	3 05	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

	100-lb.	bbls.
Rolled Wheat—		
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—During the past week, the large millers have announced the following changes in prices of feeds: Middlings advanced $1, to $32; moulee advanced $2, to $35; feed flour to $2.45 per bag; mixed chop to $39; crushed oats to $41, and oat chop $41, the latter being an advance of $3 per ton. The advance in feed flour amounted to $2 per ton, and was brought about by the unusally heavy demand, while the demand for moulee and other lines which were advanced has also been good during the past few weeks. Bran is still being quoted at $25 and shorts at $27.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	32 00
Wheat moulee	35 00
Feed flour, bag	2 45
Mixed chop, ton	39 00
Crushed oats, ton	41 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	41 00
Barley chop, ton	36 00
Feed oats, cleaned, Manitoba, bush..	0 68

TORONTO.

FLOUR.—The fifty cents advance in flour last week was not enough. Market is up twenty cents more on Manitoba and one concern has advanced twenty-five cents on Ontario winter wheat flour. Thus blended flour has advanced 75 cents during the two weeks and Manitoba 70 cents. The advance on Manitoba is significant in view of fact that wheat last Saturday was off a quarter cent; but this was no indication of market. As to Ontario winter wheat, offers are few at high prices, but there is so little coming in and so much has been called for export that prices are firm, and likely to go higher. The whole market is firm because of the outlook in wheat. The activity in advancing prices is in total contrast to the apathy of the market a few weeks ago, but people are realizing, apparently, that if war continues the world is going to look to Canada and the States for wheat. If this is so for one year, flour will stand at $10 it is said, and if the war lasts longer prices will be away out of sight. Of course the government may step in and control matters. The American supply has already been heavily drawn upon for export purposes, and an advance has been regarded as inevitable for some time. The export trade keeps up and prices that were sniffed at a month ago are accepted with alacrity now.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	7 50	7 30
Second patent	7 00	6 80
Strong bakers	6 80	6 60

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	6 25	6 05
90 per cent.	5 85	5 65
Straight roller	5 75	5 55
Blended flour	6 70	6 50

CEREALS.—The market position is strong. Rolled oats are up 20 cents as we forecast last week. There is a shortage of supply; the western crop is small, and stocks must be conserved. Prices have not advanced much, but enough to limit buying. The spell of milder weather has not interfered with general business to any appreciable extent. Export demand, particularly, for rolled oats, is good.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 57½	3 77½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

QUALITY TELLS

That's why we lead in our products. We do not alter quality to suit the price. Our Rolled Oats and Flour are always uniform, irrespective of whether the market is strong or weak.

TILLSON'S ROLLED OATS

and

RAINBOW FLOUR

are as perfect as science and skill can make them. Your customers know this from experimenting with inferior grades, Further, they insist on

CANADIAN PRODUCTS

MADE IN CANADA

BY CANADIANS

See to it that you do your share to keep Canadian factories busy during these trying times. It helps you.

CHANGE OF PRICES.

The price to the Retailer is, until further notice, $4.25 a case. Order **NOW** as the price may rise any day. Protect yourself.

NOW 30c A PACKAGE.

Owing to the great advance in cost we have been forced to raise the price to the consumer to 30c a package.

FREE

We will gladly send you a neat window display, charges prepaid, if you will write us. Now is the time to push

TILLSON'S OATS

A FOOD—NOT A FAD.

Canadian Cereal & Flour Mills

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TORONTO

The Made-in-Canada Movement!

"Is the retailer ready to back up the Made-in-Canada movement?" is a familiar question.

It is Reasonable to believe that every retailer is glad to give preference to Canadian goods when the quality is first-class and uniform and the price is right. It is in his own interest. It is logical.

On this basis alone do we ask you to push

HIRONDELLE
(Swallow)

and

L'ETOILE
(Star)

the Canadian Brands of Macaroni.

Made in Canada from Manitoba hard wheat they are unequalled for quality by any imported. If you are not already selling *Hirondelle* and *L'Etoile,* let us prove the above statement by placing a trial order with us.

C. H. Catelli, Limited
Montreal

AGENTS

Tees & Persse, Limited, Winnipeg

C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 30

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
0 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.55
3-lb	13.60	13.25
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Ebv-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

We crack the nut and get for you a big portion of meaty business

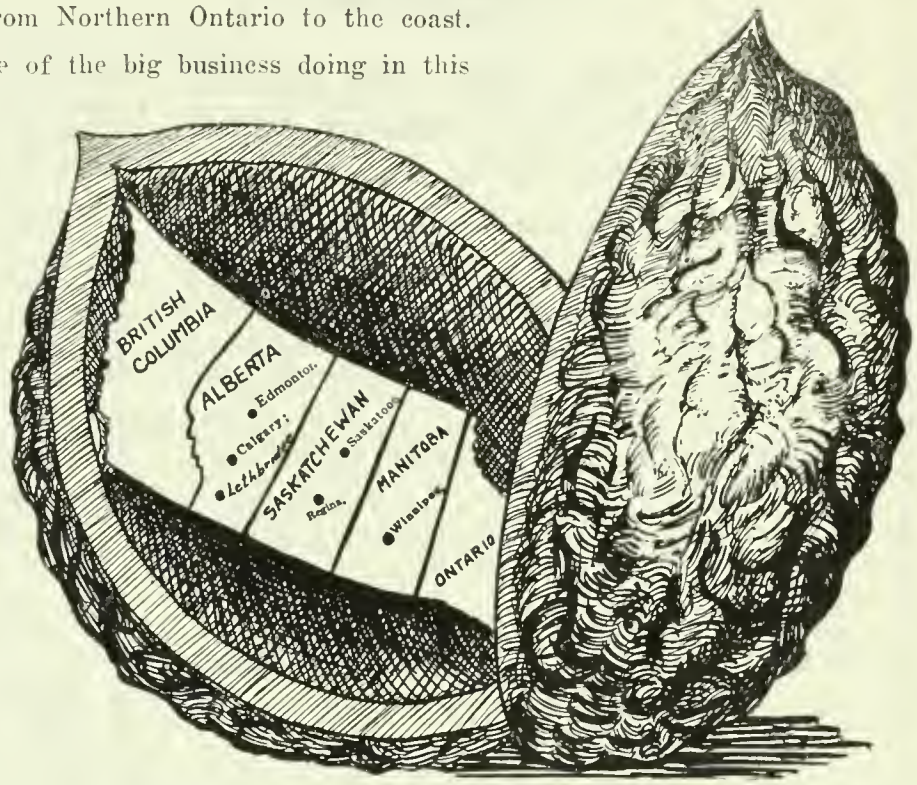
Our organization covers the large Western territory from Northern Ontario to the coast.

We help Manufacturers and Shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, six large warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

The regular calls of our travellers and the strategic location of our warehouses insure prompt service to your customers.

Let us know your lines and we will give you full particulars of the service that gets the business.



Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE:

Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

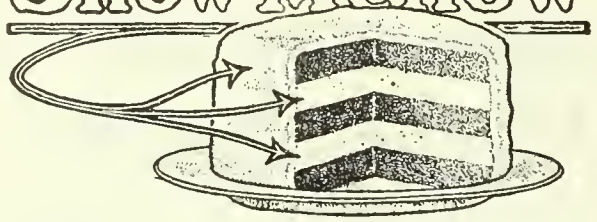
St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

Snow-Mellow



Are you selling this new product that makes the most delicious meringue, icing and filling

Without Eggs and Without Cooking

With just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, the housewife can make a score of dainty desserts with rich, fluffy tender icing and filling.

And handling "Snow-Mellow" leaves you a generous margin of profit.

Get a line on this Winter party trade and push "Snow-Mellow."

The W. T. Ott Co., Inc.

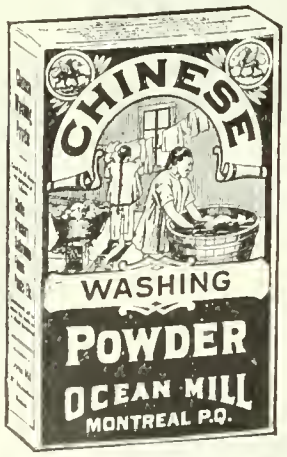
32-34 Front St. West
TORONTO

54 J.

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order.

Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents.

Your jobber should have it—if not, write direct for prices.

OCEAN MILLS

MONTREAL -:- CANADA

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonparell wafers, No. 1, 5-lb. boxes	0 31
Nonparell wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 4 doz. to case, weight 80 lbs. 37½

1 lb. tins, 2 doz. to case, weight 35 lbs. .....

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb. 27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

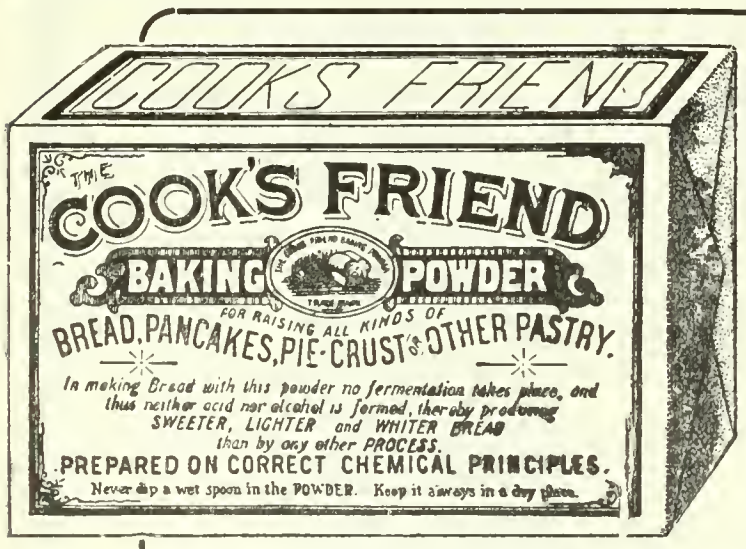
Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON


COOKS FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

Surely the Housewife's Enthusiasm—

surely her insistent refusal of every powder but Cook's Friend, indicates the great possibilities for big sales in your locality once you get it fully known. An attractive window display would help immensely. Replenish your stock and feature to-day.

W. D. McLAREN LIMITED
Montreal

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Palls, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durhsm, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0.90
List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Raspberry, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE

Single Cases, 4 doz	$3 50
5 case lots, 4 doz	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Lsundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Lsundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.

BANNER BRAND JAMS

have Earned their Popularity

Every day in thousands of homes they are proving that the increasing favor they enjoy is well placed —and proving it by their rich flavor, better quality and deliciousness. Dealers find it not only a quick and profitable seller—but a great repeater. Replenish your stock to-day.

LINDNERS LIMITED

306 Ross Ave. Winnipeg

340 Dufferin St. Toronto

Representatives: H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

DO you fully recognize these advantages to yourself, as well as to your customers, of

Redpath EXTRA GRANULATED SUGAR

in 2 and 5 lb. Cartons.

1. Highest quality—purity protected—no complaints.
2. Decided saving in time, trouble and consequent cost of handling.
3. Attractive appearance and important display value in store and windows.
4. No possible dispute as to weight.
5. Prestige. Handling sugar in this modern, cleanly way gives customers a most favorable impression of your store and methods.

Push the REDPATH Cartons—it's well worth while!

CANADA SUGAR REFINING CO.

MONTREAL Limited

Your Surest Guarantee—

of heavy and continuous demand is the enthusiasm of the housewife and the regularity with which she comes back for more.

Brunswick Brand Sea Foods

Delectably satisfying in flavor and nourishment, a single sale of Brunswick Brand goods means continued re-orders. You can quickly turn the tide of heavy sales your way by an attractive display of the Brunswick Lines.

Look over the list and write us which lines you are short. Write to-day.

¼ Oil Sardines
¾ Mustard Sardines
Kippered Herring
Herring in Tomato Sauce
Finnan Haddies
(Oval and Round Tins)
Clams
Scallops

Connors Bros., Limited

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited.

Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.

EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UPTON'S

White Clover Honey

The government report just issued gives it the highest standard of purity.

Order from your jobber or write us for price list

The T. Upton Co., Limited
ST. CATHARINES

Factories at Hamilton and St. Catharines

Fresh Arrivals

California Celery

"Golden Orange" Brand Navels

HOT HOUSE TOMATOES AND CUCUMBERS

CURED FISH—ALL VARIETIES

GRAPE-FRUIT TANGERINES

ONIONS—SPANISH AND DOMESTIC

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg.	$4.50
" 2	"	4	"	4.00
" 3	"	4	"	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE

THE MERITOL CHEMICAL CO.

725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality

Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

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10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

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SOUPS, CUSTARD POWDERS and JELLY CRYSTALS are being widely demonstrated now. Order a supply to-day and get your share of the sales.

FEARMAN BROS., - - 66 YORK ST., HAMILTON, ONT.

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try **Mathieu's Nervine Powders** yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

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Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED TO HEAR FROM OWNER OF GOOD general merchandise or grocery store for sale. Send price and particulars. D. F. Bush, Minneapolis, Minn.

AGENCIES WANTED

WANTED FOR THE CITY OF TORONTO two good agencies, staple grocery lines preferred. Best of references and connections. Box 71, Canadian Grocer, Toronto.

FOR SALE

FOR SALE — BUSINESS OR BLOCK — grocery business established over four years; best location in Vancouver, B.C.; butcher in connection; on three-year lease; a large, commodious dwelling above; must be cash; reason for selling, retiring from business. Box 70, Canadian Grocer, Toronto.

McCASKEY ACCOUNT REGISTER—GOOD AS new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover $15,000 yearly. Sound business; $10,000 will handle; $3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

"A CANADIAN"

THE PACIFIC CHEESE CUTTER

Made in Windsor, Canada

The only cheese cutter that will cut 5-10-15 or 20c worth and ¼-½-¾ or 1 pound cut of cheese with but one lever. It is accurate and guaranteed for two years. Will save the cost in a few months.

Write for price and circular.

Computing Cheese Cutter Co.

Windsor, Ont.

Public Notice of Sale

Under and by virtue of Section 88 of the Bank Act and in pursuance of security Dated 23rd Day of MARCH, 1914, given by **JOHNSTON BROTHERS**, of the Village of JARVIS, County of HALDIMAND, **Pickle Manufacturers**, to the UNION BANK OF CANADA, there will be offered for sale by PUBLIC AUCTION, in the said

VILLAGE OF JARVIS,

At the Factory of said JOHNSTON BROTHERS, at the hour of 2 O'CLOCK, in the afternoon of the

28TH DAY OF JANUARY, 1915,

the STOCK and TRADE of the said JOHNSTON BROTHERS in their factory at Jarvis, consisting of: 223¾ tons of Cucumbers in Brine; 1¼ tons of Green Tomatoes in Brine; 18¾ tons of Cauliflower in Brine; 1¼ tons Onions in Brine; 110 gals. Cut Cucumbers in Brine; 60 gals. Pickled Onions; 45 gals. Indian Relish; 16 one-gal. Pails of Pickles; 2 three-gal. Pails Pickles; 2 five-gal. Pails Pickles; 12 cases of 24 bottles each of Pickles; 22 cases of 36 bottles each of Pickles; 50 gals. Mustard, barrelled; 10 bus. Cut Cauliflower; 1 ton Mincemeat; 1,500 gals. Cider Vinegar; 270 gals. White Wine Vinegar; 1 ton Raw Sugar; 1 bbl. Preservaline; 1 bbl. White Paste; 150 lbs. Mustard Seed; 15 empty Mincemeat Pails; 23 one-gal. Pickle Pails, empty; 4 two-gal. Pickle Pails, empty; 14 three-gal. Pickle Pails, empty; 10 five-gal. Pickle Pails, empty; 23 ten-gal. Pickle Pails, empty; 86 Pickle Boxes; 300 Mustard Dressing Bottles, empty; 45 gals. Gloss Oil; 50 lbs. Red Chillies; 60 lbs. Mixed Spice. At same time and place will be offered for sale the appliances and appointments of said factory, consisting of 220 empty barrels (cider) and 11 vats (large).

TERMS:—The property will be sold partly by piece and partly by bulk. Credit of FOUR MONTHS will be given on furnishing Acceptable Joints Notes. A Discount of SEVEN per centum per Annum will be allowed for Cash.

Dated at Jarvis this 11th day of January, 1915.

MURPHY & COLTER,
Solicitors.

MILLER & MILLER,
Auctioneers.

Union Bank of Canada,
L. B. AVERY, Manager.

MAPLEINE

is welcomed by confectioners everywhere — indispensable as Maple coloring and flavoring for caramel candies, ices, etc. Won't cook out or freeze. Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

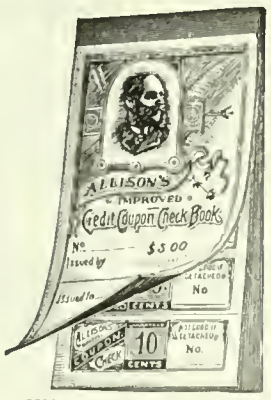
JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

When you sell

HEINZ
57
VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H.J.HEINZ COMPANY

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

QUALITY

is the biggest asset in olives, but in

D.W.C.

Spanish Olives

to Quality is added, firmness, full, pleasing flavor, extra large size, ability to keep indefinitely. Little wonder grocers find them their quickest trade-builder and profit-maker. Cash in on their popularity today, by featuring them prominently in your store.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Don't think you can jump in when trade begins to boom and head off the man who stuck to his advertising guns. It cannot be done, the other fellow has too big a handicap.

Sugar Cured HAMS and BACON and Pure Open Kettle Rendered LARD

Can offer very low prices on these lines for immediate delivery. It will pay you to write them. Satisfaction guaranteed.

Would also like to tell you about Schneider's twelve varieties of High Quality Sausage.

J. M. SCHNEIDER & SONS
LIMITED

Berlin, Ontario

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

The Dealer who remembers to specify

"ST. NICHOLAS"

when ordering Lemons is a man with a memory that pays.

J. J. McCABE
Agent
Toronto

PURITY FLOUR
More Bread and Better Bread

FLOUR TESTING LABORATORY

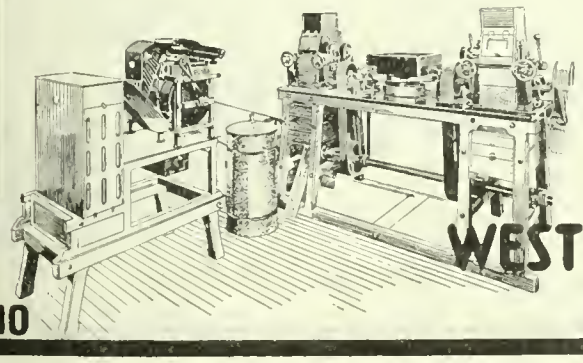
PURITY FLOUR Talk No. 4
To the Proprietor and his Assistants.

TRADE-MARK VALUE

Your business as a retailer is done largely upon your PERSONALITY. You are in daily personal touch with your customers. This commercial intimacy is an asset to you.

We sell at long distance through YOU. Our identity is preserved solely by means of our trade-mark. This trade-mark says:—"I am PURITY FLOUR. My makers BELIEVE in me. That is why they have stamped me upon this container. I stand for honest, standardized goods. If the consumer likes me she knows how she can recognize me again. As a trade-mark I have helped to revolutionize the world's commerce, because I PROTECT the consumer, retailer, wholesaler and manufacturer AGAINST IMPOSITION."

EXPERIMENTAL MILL



This three-color trade-mark represents Canada's milling standard. Do you carry PURITY, the guaranteed flour?

Main Offices: Winnipeg, Toronto, Victoria

WESTERN CANADA FLOUR MILLS CO., LTD.
MILLERS TO THE PEOPLE

10

DRIED FRUITS SALE

A clearing sale that comes but once a year. One month before Inventory. The only time you can buy quality below its par value.

CLEANED CURRANTS

36 and 60 1-lb. pkgs. to a case—Loose 50, 80-lb. boxes.
Perfectly cleaned and of very fine Quality.
These currants are fit for your best family trade.

VALENCIA RAISINS

LAYER, 28-lb. boxes.
SELECTED, 14 and 28.
Choice fresh fruit of Extra fine Quality.

CLEANED SULTANA RAISINS

30 and 50 1-lb. pkgs. 28 and 50 lbs., loose.
Good flavor—Very Bright and Clear.

MALAGA TABLE RAISINS

"Conqueror," 20/1-lb. bundle to case. }
"Empress," 20/1-lb. bundle to case. } Beautifully packed, extra large, juicy raisins at a very low pre-inventory price.
Also some good values in 5½ and 22-lb. boxes.

CALIFORNIA PRUNES

25-lb. Boxes. All sizes, 30/40 to 90/100.
These prunes are extra good keepers and the flavor is very tasty.

HALLOWEE DATES

30 pkgs. to case.
70-lb. boxes, loose.
Large Selected golden dates.
Fresh stock.

PEELS

Lemon, Orange, Citron.
7 lbs. loose, and 8-oz. pkgs.
Well-drained large peels.
The kinds that satisfy your particular trade.

EVAPORATED FRUITS

Apples—25 and 50-lb. boxes. Very bright color. The finest the market has seen for some time.

CALIFORNIA EVAPORATED FRUITS

Apricots, Pears and Peaches, 25-lb. boxes, loose.

FIGS

The celebrated Camel Brand "Glove," 16-oz. pkgs.
Umbrella and Square, 10-lb. boxes.
Elmasian, 10 lbs. Elmasian glove, 12 oz.

NUTS OF ALL KINDS

Whole and shelled. Low Prices.
Our calendar sent on demand.

LAPORTE, MARTIN, LIMITÉE

568 St. Paul Street **Montreal**

Tel. Main 3766.

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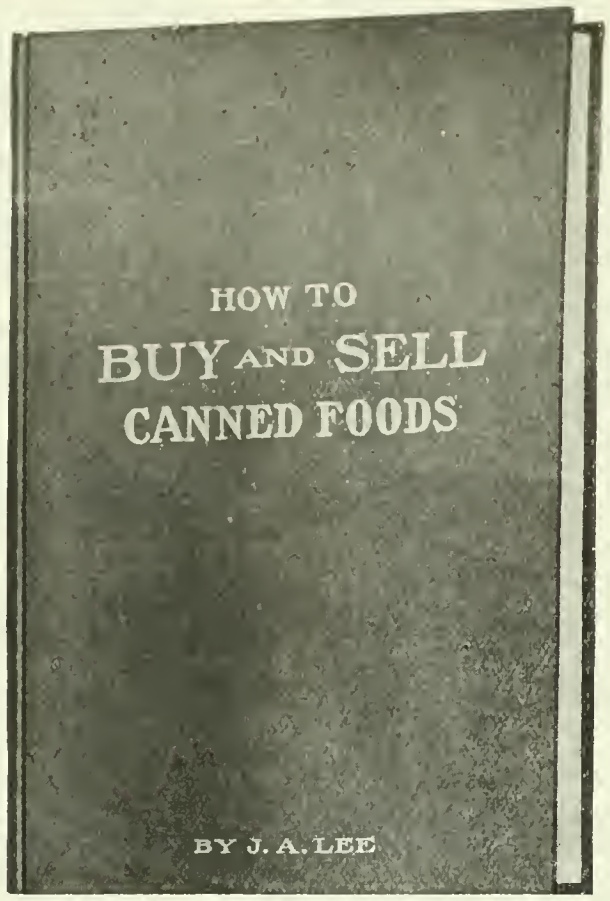

A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The McLean Publishing Company, Ltd.
Book Department
143-153 University Ave. TORONTO

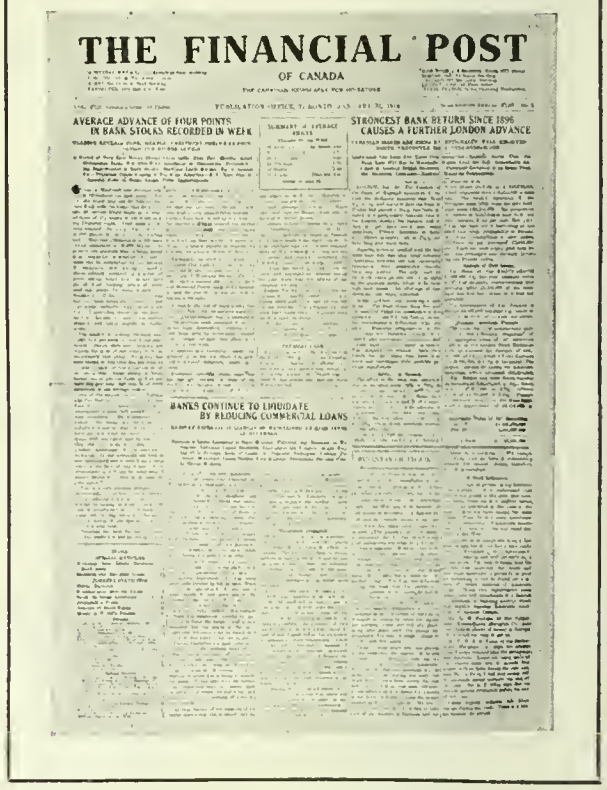
BEWARE OF FALSE PROPHETS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.


THE FINANCIAL POST
OF CANADA

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK RETURN SINCE 1896 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

Annual Subscription $3.00 the year

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter my/our subscription to The Financial Post at the rate of one dollar for four months.

Name .....

Street or Box No. .....

City .....

WHY NOT HAVE THE FACTS?
C. G.

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET

The Financial Post

of Canada

serve you at least during the next four months. Write for a free sample copy or

Sign ← the attached Coupon and return

to us with one dollar for four months, or if more convenient pay on receipt of bill.

If you Sell

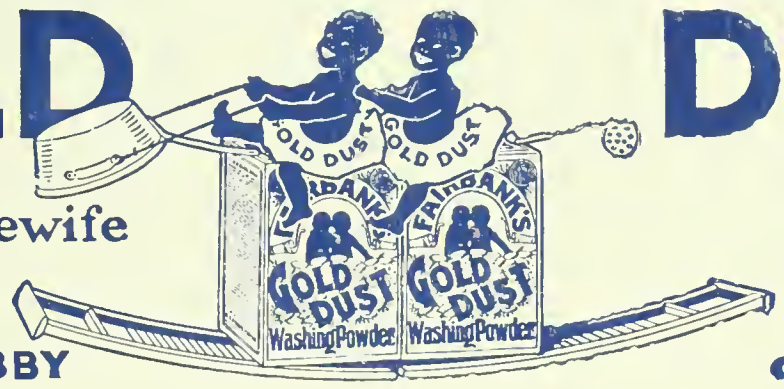
JAMES' DOME BLACK LEAD

you are always certain of giving satisfaction in addition to building up your sales, thereby benefiting your customers and yourself at the same time The name is the guarantee.

RECKITTS (OVER SEA), LTD.,

122 Wellington Street West
TORONTO

GOLD DUST



Most every housewife has the GOLD DUST HOBBY

It will pay you to cater to it.

Women everywhere like GOLD DUST better than any other cleanser because it does more of their work and does it easier. Grocers everywhere like GOLD DUST better than any other cleanser because they sell more of it and sell it easier. Both advertising and merit are back of its great popularity and steady sale.

THE N.K. FAIRBANK COMPANY
LIMITED

Would YOU Capture The Breakfast Table

EVEN the siftings at the bottom of a FIVE ROSES bag or barrel have been known to produce finer Rolls and Rusks than the very cream of the other man's flour.

Hot Rolls or Rusks for breakfast, Buns or Biscuits—think how many housewives serve these every morning. Let YOUR customers make them from FIVE ROSES flour in the FIVE ROSES way. Then all the breakfast tables in your own home town become buttressed against every attack of a jealous rival.

Is this not true, Brother Grocer, that if you sell a flour that insures a happy, wholesome, healthy breakfast, —then every other meal in the day becomes yours to have and to hold?

THE FIVE ROSES millers believe that it is not sufficient to produce a flour answering without fear of contradiction every culinary question. They believe (and practise) that they should teach every single user how to use a perfect product to the best advantage.

In the famous FIVE ROSES Cook Book, of which there are nearly 200,000 in Canadian homes already, there is a special chapter on Breakfast things to eat, besides almost a thousand other recipes. No matter how many NEW YEAR'S RESOLUTIONS you make and break, for the sake of better, bigger business, make *this* resolution bomb-proof: *to sell this year only the flour that best serves your customers.*

LAKE OF WOODS MILLING CO., LIMITED
Montreal "*The House of Character*" St. John, N.B.

FIVE ROSES FLOUR

Not Bleached—Not Blended

ROLLS are harder to reproduce than to get rid of when FIVE ROSES makes the dough. Mr. Paul Caron, probably the best commercial artist in Montreal, has reproduced in pen and ink an actual photograph of Hot Breakfast Rolls made from FIVE ROSES flour, not by an expert, but by a plain, everyday housewife from a cook book recipe. Mr. Caron's skill, however, could not reproduce the creamy delicacy of crumb, the nuttiness and crispness of crust. There's a revelation awaiting the housewife who first tries FIVE ROSES. Isn't this YOUR opportunity?

FEATURING SELLING PLANS FOR COLD WEATHER FOODS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX PUBLICATION OFFICE: TORONTO, JANUARY 22, 1915 No. 4

The House of Warren

ESTABLISHED 1852

Faithfully serving the Retail Grocers for over half a century.

Still here to serve you. Good merchandise. Better service. Capable salesmen. Prompt delivery.

Let us demonstrate how well we can satisfy you.

Call Adelaide 1057, 941, 867

Warren Bros. & Company, Limited

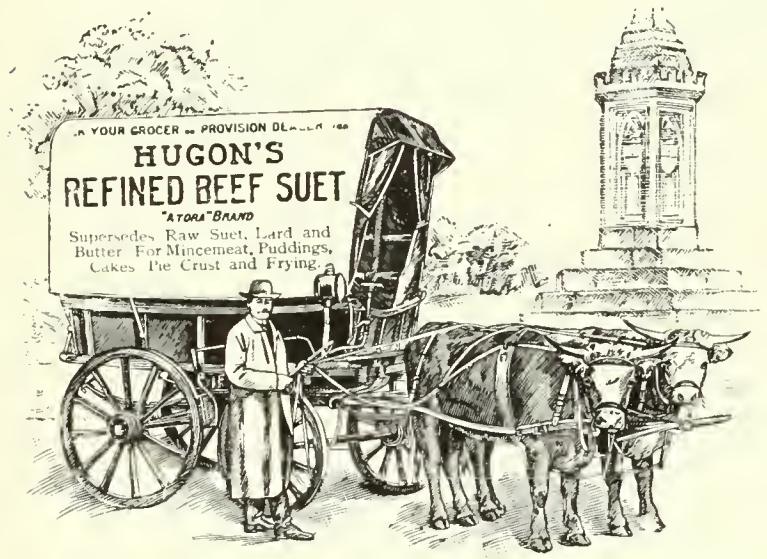
Queen and Portland Sts. Toronto, Ontario

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons


HUGON'S
REFINED BEEF SUET
"ATORA" BRAND
Supersedes Raw Suet, Lard and Butter For Mincemeat, Puddings, Cakes Pie Crust and Frying.

No Chopping. No Waste
Ready to Mix with the Flour
Delicious for Puddings
Excellent for Pie-crust
Unexcelled for Mince Meat
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

(1) It contains no skins, moisture, or impurities.

(2) **You should use one-third to one-half less in weight** than you would of raw suet.

(3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.

(4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.

(5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.

(6) It makes the best flavored Pie Crust and Cakes.

(7) It is the best and most economical fat for frying, as it can be used **over and over again**, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)

(8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; **no preservatives are used, and it is guaranteed absolutely pure.**

For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd. .....Montreal
Smith Brokerage Co., Ltd. .....St. John, N.B.
J. W. Gorham & Co. .....Halifax, N.S.
O. N. Mann .....Sydney, N.S.
Mitchell & Whitehead .....Quebec
The Lind Brokerage Co. .....Toronto
C. G. Walker & Co. .....Hamilton
Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary, Saskatoon and Vancouver.
A. W. Huband .....Ottawa
C. E. Disher & Co. .....Vancouver, B.C.
F. C. Nivin .....Victoria, B.C.

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

With the Social Season in Full Swing

With hostesses on the lookout for ideas in entertaining, for new and delicious desserts, with housewives striving to secure the most tempting meals without adding to their expense; with hundreds of women in your locality just waiting for you to suggest the possibilities of

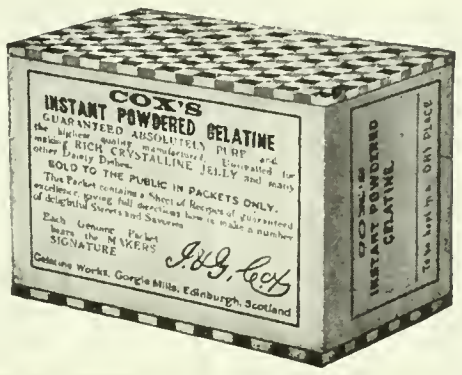
COX'S
Instant Powdered
GELATINE

—get that window display in to-day. Feature COX'S prominently in your store. Get your salesmen to back up its ultra-quality and adaptability with a convincing selling talk. COX'S Quality makes it worth your while, for COX'S is the quality that brings repeat sales — quickly.

ORDER FROM YOUR WHOLESALER

Arthur P. Tippet & Co., *Agents*, Montreal

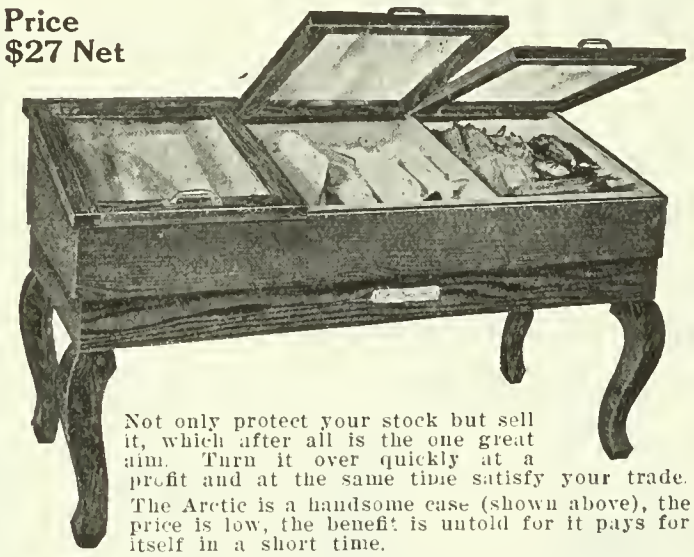
BRITISH



MADE

Let the new Arctic Fish Display Case protect your stock

Price $27 Net



Not only protect your stock but sell it, which after all is the one great aim. Turn it over quickly at a profit and at the same time satisfy your trade. The Arctic is a handsome case (shown above), the price is low, the benefit is untold for it pays for itself in a short time.

Send us your order to-day and ask for refrigeratorcatalogue.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Buy Now!

Made in Canada

PERFECTION

Cheese Cutter is the best, because it is the simplest in construction, has but few parts, and those NOT delicate parts.

It is the simplest to set for use and to operate.

It is BETTER MADE.

Notice the five-ply birch board, the heavy double-edge steel knife, the glass shield, the graceful appearance.

Finished in scale blue enamel.

Order through jobber, agent, or direct.

AMERICAN COMPUTING CO. OF CANADA

HAMILTON, ONT.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Years of Success

stand behind Wonderful Soap. It gets right to the very bottom and removes the dirt without injuring the most delicate fabric.

Wonderful Soap has that loosening quality which is so desirable in washing soap.

Get it on display to-day.

The Guelph Soap Co.

Guelph, Ontario

Back us, for we're backing you

EVERY TIME you see an E.D.S. ad. in a newspaper, on a bill-board or in a street car, just consider it your own, no matter whether you have paid for it or not. Take advantage of it—go to your store and get out your stock of

E.D.S. Jams and Jellies

make an attractive display in your window or on your counter. Let the public know you are co-operating with us in providing them with the finest fruits that are grown in Canada—the Niagara Valley, processed while they are still fresh and full of the natural sap of the tree and vine. Let them know that you stand for Canada and all things Canadian, when they are of a quality and purity that are above doubt.

If your stock is low, write for a fresh supply —now is the time to push E. D. S. Jams and Jellies when home-preserved fruits are getting low.

Made only by

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

Agents

Newton A. Hill	Toronto
W. H. Dunn	Montreal
Mason & Hickey	Winnipeg
R. B. Colwell	Halifax, N.S.
A. P. Armstrong	Sydney, N.S.

So convenient, so easy to make, so deliciously invigorating, so useful in many ways—

BORDEN'S
"Reindeer" Coffee
Combined with Milk and sugar, ready to use

brings you unlimited opportunities for good and lasting sales during these chilly, wintry days, and social events are in full swing. Get your share of these sales-bringing opportunities by getting the Borden Lines on display prominently, by suggesting their use, by featuring them in your windows. The good profit they afford will make it well worth your while, and Borden Quality and Utility will take good care of repeat orders for you.

Include in your display Borden's "Reindeer" Cocoa.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch Office: No. 2 Arcade Building
Vancouver, B.C.

Peek Frean's Motto:

BISCUITS and BUSINESS AS USUAL

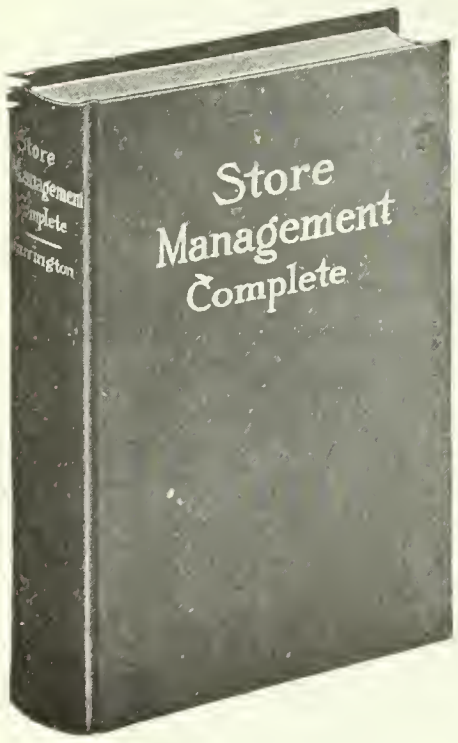
Send for new Price List and New Biscuits

AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg; ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN CANADA—Frank L. Benedict & Co., Read Building, Montreal.

PEEK FREAN & CO., Limited

London, England

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-153 University Avenue **TORONTO**

Sell them by the Case

To-Day's Popular Food

Housewives know the economy and food value of "SIMCOE" BAKED BEANS — that's why they keep selling all the time.

You can make 1915 a banner year in the sale of baked beans if you specialize on the brand that is known for quality and deliciousness.

"Simcoe" Baked Beans

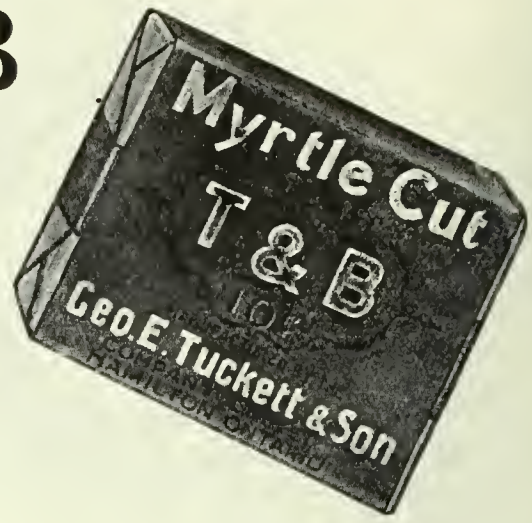
Many grocers are selling them by the case— why not you?

Dominion Canners

LIMITED

Hamilton Ontario

Ye Olde Time T & B



It's over half a century since T. and B. Myrtle Cut was first introduced to the now-old men of Canada. For over fifty years this tobacco has never varied one iota from its original high quality—it's still the sun-cured, mellowed, Virginia leaf. It's real tobacco and **your wholesaler carries it. Stock up now.**

When the quality of T. and B. Myrtle Cut changes it will be when there's no more Virginia tobacco.

Tuckett, Limited

HAMILTON

The Original Optimist

ROBINSON CRUSOE was the Original Optimist. Times looked bad for Robinson—couldn't have looked much worse. But he didn't say "What's the Use"; didn't lie down, whimper, kick, and growl at destiny.

No, Crusoe used his *head;* he *thought*—then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally it came to him in a flash—"I have it," said Robinson,—*"I'll advertise."*

A thousand miles from nowhere—a possible buyer coming within reading distance of his ad every few years—that was Robinson's outlook. It was hard times,—business depression, a stringent money market,—also what Sherman said about war.

But Crusoe, as before mentioned, was an Optimist, also a believer in persistent advertising.

He wanted a ship—how would he get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy" — put up another shirt. Yes, times were hard—awful hard; but Crusoe won out—he got his ship—and he did it by *persistent advertising.*

Crusoe was the original Optimist.

RIGHT NOW
is the Best Time to Push
Sterling Jams

Home larders have run low on preserves unusually fast this season. The possibilities for pushing a high-quality Jam at a moderate price are immense—right NOW. But it must have that good old homey flavor.

You know the goodness and quality of "Sterling" Pickles and the coast-to-coast popularity they enjoy. Then you'll understand the strong appeal of "Sterling" Jams when to high quality and goodness are added distinctive flavors that please all—and a price that loosens every purse-string. A good selling, quick selling, steady selling line with a worth-while margin of profit. Now that home larders are almost exhausted—get that window display of "Sterling" Jams in hand **to-day.**

Ask your wholesaler for prices.

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

The first result—

of Anchor Caps and Closures is the larger sales they bring your product. The feeling of security they convey, the idea of freshness they give your product has a *direct* influence on repeat sales.

Just figure it out for yourself why the best producers use Anchor Caps exclusively and why their products are practically controlling the whole market. There are a number of points regarding Anchor Caps worthy of your special investigation.

Write for free catalogue to-day.

Anchor Cap & Closure Corporation of Canada
LIMITED

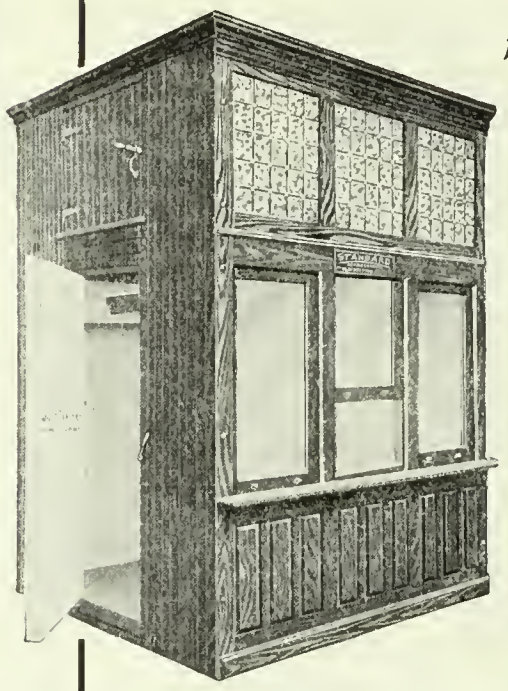
Sudbury St. West, Foot of Dovercourt Road, TORONTO, CANADA

SUCCESS
'CAMP' scores every time!
To *buy* 'Camp' Coffee once is to buy it always — so to *sell* 'Camp' Coffee once is to sell it always — and to sell more of it every day.
Ask your Wholesaler
Sole Makers—R. Paterson & Sons, Coffee Specialists Glasgow
CAMP
COFFEE

Freeman's Improved Standard

Cold Dry Air **Refrigerator**

for



Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited
Hamilton **Ontario**

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

The Profit is There—

and the business is there if you stock Rock City Lines. Get these on display and your tobacco department will have no better sellers. Introduce and recommend:

King George Navy
(Chewing)
Royal Crown
(Chewing)
Master Mason
(Smoking)
Rose Quesnel
(Smoking)
Torpedo Short Cut
(Smoking)
Pipe or Cigarette

Write to-day for particulars of our proposition

Rock City Tobacco Co., Limited
QUEBEC **WINNIPEG**

"Making Progress"

THE newspapers have made us familiar with this phrase. It sums up brilliant deeds—modestly.

Applied to "GIPSY" it has the same significance. "GIPSY" is continually advancing in favour by reason of its brilliant deeds. Its active service renders grate polishing one of the easiest of household duties.

British brains, British labour and British capital, have each contributed to the brilliant superiority which has placed "GIPSY" in the front rank—"ready for service."

GIPSY Stove Gloss

Progressively popular, permanently profitable—never more so than to-day.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Brooms and Whisks

You want a first-class line of Brooms for **Spring Trade** and the **Keystone Brand** is what you should have to give your stock the proper tone. You will find it difficult to secure three lines which will measure up to the "Jubilee," "Klondike" and "Nugget."

We specialize in whisks, and with over sixty lines to choose from we should be able to satisfy the most fastidious tastes.

Stevens-Hepner Company
LIMITED
PORT ELGIN ONTARIO

"Cow Brand" success is never doubted

Housewives have absolute confidence in the baking results when they use **Cow Brand Soda.** For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT
Limited
Manufacturers
MONTREAL

Every sip a delight

Your customers will appreciate the superior quality, flavor, strength and aroma of

SYMINGTON'S
Reg'd Trade Mark
COFFEE ESSENCE

So convenient, so economical. Made instantly by simply adding boiling water. No delay, no trouble. A most excellent seller.

THOS. SYMINGTON & CO.
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg — Messrs. Shallcross, Macaulay & Co.

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

BUY

STARBRAND

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Lest You Forget!

Have you taken advantage yet of **Diamond Cleanser** Special Offer?—Better pick out the order best suited for your requirements and get it to your wholesaler to-night—right NOW.

We are making this offer simply to show our appreciation of the hearty selling co-operation of Canadian Grocers throughout the Dominion—a co-operation which has resulted in unusual heavy sales during 1914 for the **Canadian Product.**

1.—With every order for 5 cases of Diamond Cleanser at $2.85 per case, we are including, without charge, one extra case.

2.—With every order for 3 cases at $2.85 per case, we are including, without charge, one extra half-case.

3.—With every order for single case at $3.00, we are including, without charge, six extra tins.

This offer is good at any wholesaler from January 4th to February 15th, inclusive. Get in on it now and receive your full share of the extra benefits.

STEPHENS, WELCH & CO.

7 Ossington Ave. **Toronto**

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company

MONTREAL

CLARK'S

CONCENTRATED SOUPS

prepared from only the finest of materials and guaranteed absolutely pure

MADE IN CANADA

and without a rival in either home or imported Soups

Tomato
Pea
Mock Turtle
Chicken
Scotch Broth
Mulligatawny

and all other varieties

Ask your jobber for prices or send us a post card, but STOCK NOW.

W. Clark, Limited, Montreal

Tartan BRAND

THE SIGN OF PURITY

Our annual Tea Sale. All goods bought before advance. If our travellers don't call send for samples—it will pay you.

After-stocktaking bargains. Our travellers have a big list.

'Phone at our expense.

3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

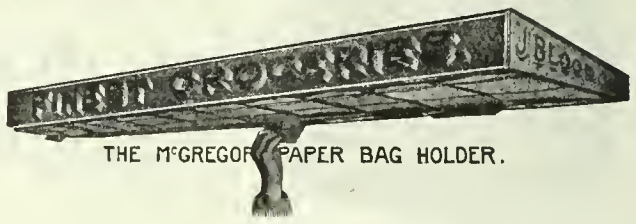
Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.

Ingersoll, Ontario

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class Jobbers or

THE O. P. McGREGOR PAPER CO., LIMITED,

411 Spadina Ave., Toronto.

Sanitary Cans

"The Can of Quality"

Baked Beans,

Soups,

Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

St. Lawrence

Crystal Diamond Cane Syrup

CANADA'S NEW TABLE SYRUP

It has already proved a great seller. Have you tried it yet?

Put up in attractive 2 lb. tins. 2 Doz. to the case.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Quebec and Ontario: C. H. Cole, 501 Read Buildings, Montreal; C. H. Cole, 33 Front St. East, Toronto.

Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:
Mr. Sidney Owthwaite, 501 Read Buildings, Montreal.

McVitie & Price, Limited
EDINBURGH and London

Cleave's

CELEBRATED
DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Camble St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

TEA

You are interested in buying tea or should be. The market is advancing. We have a large stock of all kinds of tea and are in a position to look after your business to your entire satisfaction. Get our samples and quotations.

John Duncan & Co.

Established 1866 MONTREAL

Perfect Seal Fruit Jars

"Made in Canada"

The most popular fruit jar on the market—a fast seller with a good profit.

The "Perfect Seal" is a strong, square jar of clear white glass—practical and attractive.

Guaranteed in every respect.

Order from your wholesaler.
Specify "Perfect Seal."

Prices for early Shipment:

Wine Measure.

Pints . .	$ 7.00
Quarts . .	7.50
½ Gallon .	10.75

per gross.

Terms net. F.O.B. Toronto, Wallaceburg and Montreal

Dominion Glass Company, Ltd.

Manufacturers

Montreal Toronto Hamilton Wallaceburg Redcliffe

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Agents for Pritchard Rice Milling Co., Houston, Texas, Rices. Alexander Molasses Co., Cincinnati, for best grade Molasses. Phoenix Packing Co., California dried fruits.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer — Foodstuffs — Exporter
I am a buyer for Beans, Peas, Seeds. Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker and Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. Box 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG. - MAN.

A want ad. in this paper will bring replies from all parts of Canada.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

NOTICE.—Each Genuine Packet is encircled by a LABEL bearing the following words:—
Sole Proprietor—THOS. KEATING, Chemist, London.
KEATING'S POWDER.
TRADE MARK.
This Powder is QUITE HARMLESS TO ANIMALS, but is unrivalled in destroying BUGS FLEAS, COCKROACHES, BEETLES MOSQUITOES, MOTH in Furs, ANTS, and every species of Insect in all stages of metamorphosis. For FLIES and WASPS sprinkle the Window ledges.
DIRECTIONS FOR USE ARE INSIDE
Sold in Tins, 1d., 3d., 6d., 1s., 2s. 6d. & 4s. 6d. each, Everywhere.
PRICE ONE SHILLING.
MOSQUITOES.
Fumigate the room with a little Powder, sprinkled on red-hot coals, and you will not be troubled.

The Kitchen and Pantry Belong to the Grocer

As Keating's Insect Powder will ultimately appear in every kitchen and pantry where cockroaches make their appearance, it belongs to the grocers to purvey "Keatings" whenever it is required and asked for. "Keatings," sold in tins only, is a regular line with the Retail Grocery Trade the world over. The restriction in Canada is against insect powder in bulk.

Sole Agents in Canada

Harold F. Ritchie & Co., Limited

17 McCaul St. Toronto

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MACLEAN'S MAGAZINE

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., Ltd.

143-153 University Avenue, TORONTO

5 Carloads of Oranges

THE first part of our importation of Seville Oranges, consisting of five carloads, has arrived. They are now being made into

Shirriff's Scotch Marmalade

and shipments to the trade will start right away. Grocers who have stocked Shirriff's Scotch Marmalade in other years will need no urging to send in their orders. Those who haven't should get some of this new lot of Shirriff's Marmalade and learn what a good seller it is. The best imported lines are certainly no better than this celebrated

Made-in-Canada

product. And the public prefer to buy reliable home products.

Imperial Extract Co.

Steiner and Matilda Streets, Toronto

COPPER SILVER GOLD

Prepared in Copper Kettles.

Boiled in Silver Pans.

Packed in Gold-Lined Pails and Glass.

WAGSTAFFE'S

Pure Seville Orange Marmalade and Jelly Shred Marmalade, Season 1915, now ready for delivery.

Buy

Made in Canada

Goods

Mr. Grocer,

Note the contented smile; everybody satisfied that uses

Wagstaffe's

Pure Orange Marmalade

WAR PRICES on Wagstaffe's Marmalade, Sugar 2 cents per pound dearer. **WAGSTAFFE'S** Marmalade has not **advanced.** The same price as last year. It will pay you to stock same. Buy Canadian products.

Wagstaffe Limited

HAMILTON **ONTARIO**

Let Us Reason Together

We believe, Mr. Merchant, that you realize that one of the most important departments of your business is that of TEA AND COFFEE. That is the reason you are or should be devoting considerable thought and effort to the end of making your Tea and Coffee Dept. famous. This can be done by getting in touch with us, who handle exclusively teas and coffees, having made a particular specialty of these lines. We are in a position to assist you—we want to assist you—we are pleased to submit samples—

Packers of Melagama Tea and Coffee.

MINTO BROS., Ltd., Toronto

When it Comes to a Choice

the discriminating housewife unquestionably selects Jonas' Extracts. For forty-five years their uniform purity, strength and high quality have kept customers coming back. When it comes to a choice with you, Mr. Grocer, insist on extracts your customers will find pleasure and satisfaction in continuing to use—make it Jonas'. Stock up now.

HENRI JONAS & CO.

MONTREAL, QUE. ESTABLISHED 1870

"Can't Afford?"

The Grocer who says he "can't afford" a refrigerator doesn't fully understand the **Eureka** proposition. The evidence of grocers from coast to coast stands behind our product and proves conclusively that it is **business suicide** to be without an efficient refrigerator system such as only the EUREKA embodies.

All we ask you to do is to figure out your losses during 1914 due simply and solely to spoilage through the lack of a refrigerator, then write and tell us you are interested to learn how the EUREKA can be made to pay for itself—we can tell you.

Write for our catalogue to-day.

Eureka Refrigerator Company

Limited

31 Brock Ave.

TORONTO

TO THE TEA TRADE OF CANADA

The year **1914** has passed, and during it we have sold the largest quantity of "**SALADA**" that we have in any year since it was first introduced to the public in **1892.**

We have prepared the following chart, which shows at a glance the vast business that has been built up on "**QUALITY FOREMOST.**" In drawing your attention to this, we respectfully ask you to **specially note the record of 1914.** Notwithstanding great obstacles, our output last year was above the previous year's record—and this in spite of the raise in price, and the fact that part of the time we were without stock, and therefore unable to fill orders. The difficulties of the tea trade in **1914** were so unique that a brief survey of the facts may prove interesting.

When the year was little more than half spent war broke out in Europe. Our first misfortune was the seizure at Gibraltar of the German steamship "Schneefels," which sailed from Colombo at the end of July with a large consignment of tea for us. Our next blow was the imposition of an embargo on tea in Great Britain, which prevented all tea from leaving that country. At that time we had in London **9,600** chests, bought at auction, paid for and ready to ship, and we could neither get our tea nor our money. A few days later word was received of the sinking of the steamships "Diplomat" and "City of Winchester" by the German cruiser "Emden." These two steamers had **nine million pounds** of tea on board. As a result, further sailings from Ceylon and India were prohibited by the Admiralty.

Under these circumstances Canada would have been without tea in less than two months. Fortunately, later on, the embargo was removed, and we were able to get our stock in London, and, after five weeks, the "Emden," having left the Bay of Bengal, the Admiralty permitted the resumption of sailings from India and Ceylon. Thus we were relieved of our most apparent difficulties.

However, in the trade it is a well-known fact that Canadians have been served for years with a quality of tea at prices **unequaled in the world,** and the wholesale tea business in Canada has proved disastrous to many and **unprofitable to all.** During the past five years the market has been working steadily upwards, until just before the war we had to pay the highest prices in twenty-five years. Having, in addition, extra freights, war risks, and still higher prices for our quality, we had only **three options**—lower our quality, go out of business, or advance prices. We chose the latter. In spite of this, and our inability, at times, to fill orders through shortness of stock, you will note by the chart that our increase in sales in **1914** over **1913** was **296,239** pounds, an increase in consumption of more than **1,000** pounds for every working day of the year.

Last year there was imported into the Dominion **37 million pounds** of all kinds of tea. We sold in **"SALADA" packets nearly one-quarter of this total, viz., 8,192,063 pounds.**

We look forward to a still larger trade this year, and solicit your valued co-operation in our mutual interests. We readily acknowledge that other teas show you a greater profit than SALADA, but you must admit that no other tea gives anything like the satisfaction to your customers. We are giving a character of tea the consumer **cannot get elsewhere than in "SALADA" packets,** and the **twenty-three years** it has been on sale proves that consumers appreciate "SALADA" quality.

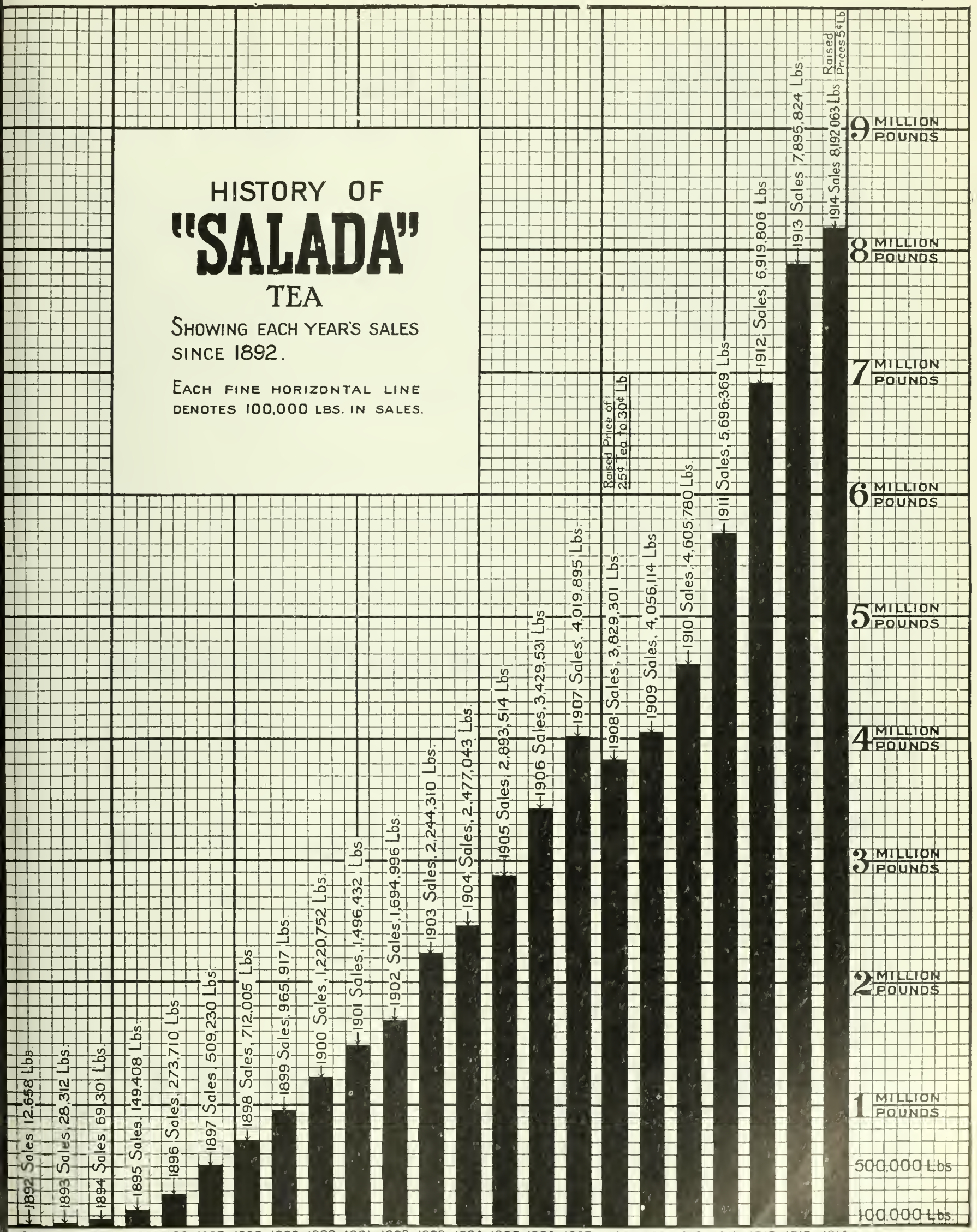
ANOTHER RECORD

The sales of "SALADA" for the first fortnight in 1915 amounted to 442,055 pounds. This eclipses all previous records and is greater than the sales for any previous fortnight in our 23 years' history.

HISTORY OF "SALADA" TEA

SHOWING EACH YEAR'S SALES SINCE 1892.

EACH FINE HORIZONTAL LINE DENOTES 100,000 LBS. IN SALES.



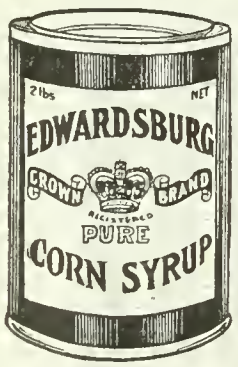
The Life of a Child is to Eat

From the time he first rests in the cradle up until boyhood a child's every existence is to Eat. The nutritious, healthfulness of Robinson's "Patent" Barley and "Patent" Groats have won for both unprecedented favor. Robinson's foods constitute the main portion of a child's diet and you'll be surprised how many tins he can tuck away in a week or so. Get both Robinson's "Patent" Barley and "Patent" Groats on display and meet this big demand NOW.

Agents for the Dominion of Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO



Every Grocer Wants The Big Sellers

—the brands that have proved their quality—that have established their reputation—and have won the confidence of the buying public

Crown Brand Corn Syrup

When you order "Crown Brand" include a sample case of "LILY WHITE" our pure white corn syrup. More delicate in flavor. Some of your customers will prefer it to "Crown Brand"

is the largest seller of all table syrups. And the big seller is always the steadiest profit-maker. Cold weather is "Crown Brand" weather. These are the days when "Crown Brand" Corn Syrup is in greatest demand. Don't miss your opportunity.

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Works, Cardinal, Brantford & Fort William, Ont.

Head Office—MONTREAL

CANADIAN GROCER

VOL. XXIX JANUARY 22, 1915 No. 4

How the War Affected European Dried Fruits

Resume of the Situation in so Far as Canada Was Concerned—Uncertainties Following the Outbreak — Time When Various Dried Fruits and Nuts Arrive in Normal Times.

Written for Canadian Grocer by J. L. WATT, Toronto.

WHEN war was declared on August four, the various producing countries were just preparing to enter on the new season's business. But no new fruits were matured and, of course, no shipments had been made, though in many articles orders had been placed in advance, and as all financial and shipping arrangements were upset we immediately entered on a period of uncertainty as to whether business would become practicable at all or to what extent; and also as to the varying effects on different exporting countries.

The chief articles of European produce imported by the grocery trade, the producing countries and the period at which earliest shipments of each are usually made, are mainly as follows:—

SPAIN.—Valencia raisins, 20 to 31 August; table raisins, 8 to 20 September; Valencia almonds, 8 to 20 September; Tarragona (shell) almonds, 1 to 7 October.

GREECE.—Currants, end August.

TURKEY IN ASIA.—Sultana raisins, end August; table figs, end August.

PORTUGAL. — Cooking figs, end August.

FRANCE.—Walnuts, end October.

ITALY.—Sicily filberts, end September.

AUSTRIA-HUNGARY.—Prunes, end September.

No Prunes From Austria.

With regard to this list there was only certainty as to the last named. There had been sold for future shipment to Canada at speculative prices perhaps as much as twenty-five cars of Austrian prunes and as Austria was at war with us it was at once certain that these goods could not be shipped. There was a little disappointment on the part of those who believed they had made a good purchase and a little relief on the part of those who thought they had paid too much and the broker knew at once that his commissions and cable expenses were lost.

With respect to the other countries named the financial conditions presented the most formidable obstacle to business. The exporters were paralyzed. They could not obtain money from the banks to buy the produce and they could not even (if they should obtain possession of the goods) negotiate drafts on the usual bank credits established in their favor on London bankers, as exchange, as well as currency, collapsed.

Under these conditions some weeks passed after first fruits were ready before anything could be done. The moratorium was established in Great Britain and France and in some neutral countries also.

Situation Gradually Eased.

After this period of absolute impasse, it gradually became possible for some shippers at least to transact business in a very limited way and draw against sight credits established in London, but even then they could not negotiate their sight drafts against such bank credits but had to send same forward with documents for collection and this naturally retarded very much their freedom of action, apart from the difficulty of finding shipping opportunities, which were very rare owing to the withdrawal of merchant vessels for admiralty uses and the great risk and high rate of war insurance on vessels still free to engage in the carrying trade.

Under these very difficult circumstances shippers managed to get out to Canada a quite considerable amount of goods which, owing to curtailed demand, seemed to keep the market fairly well supplied—if we ignore that arrivals were somewhat late—so that locally and to the buyers of goods from the importers it would hardly be apparent that such an unprecedented ordeal had been passed through in order to accomplish what appeared to be the impossible.

Why Raisins Advanced.

When Turkey declared war on November 5, practically all the figs for Canada had been shipped. The supply of Sultana raisins, however, was at once cut off and a very few thousand boxes on order and ready for shipment were shut out. Prices in England went up sharply as Sultanas are the great staple raisin of Great Britain. This induced a heavy demand for Valencia raisins which at once sent the price of these up, being helped by a very short crop; but meantime, Canadian buyers had their Christmas supply pretty well secured and were not disposed to worry about the future.

On the whole the season preceding the holiday trade was passed over very satisfactorily but the volume was not as great as usual and the cost of conducting the business and making the necessary financial arrangements was quadrupled owing to the very increased amount of cabling in connection with the smaller volume of business and without being permitted to use code messages or even use registered addresses. The trade in this country, however, can congratulate themselves that they had not the same difficulties to face as the exporters in European countries.

Not So Badly Off.

It would, after all, for instance, be a very small matter if we received not a pound of any of the articles named. We would still have other food supplies. No one would pity the Belgians or the people in Northern France or Poland if we only heard that they had no nuts and raisins or plum pudding if we could only be assured that they had bread.

We enter on the New Year in Canada with the expectation of greatly increasing our home food products to supply a large surplus for export and the prosperity of our farmers will stimulate demand for factory products (as after all, we manufacture chiefly for home consumption). We will thus be enabled, as we hope, to increase also the importations of those good things we desire from abroad.

Home Made Stocks Low: Go After Jam Trade

Three Pounds of Jam Can be Bought for Less Than Two Pounds of Butter—High Sugar Last Fall Kept Down the Usual Supply Made by the Housewife—A Jam Window That Can be Easily Duplicated.

WHEN the war broke out last August retailers all over the country began pushing the sale of jams, preserves, etc., and ever since these lines have been good sellers with those who went after the business. One of the chief reasons was that the advancing sugar markets following the European upheaval brought prices up so high that many people did not "put down" the usual autumn and winter supplies. Although, too, British embargos cut off the bulk of the shipments received in normal times, prices in Canada did not advance, and so the dealer was in a position to offer his customers the same quality goods at the same prices.

A good selling, attractive trim of jams, simply made but effective. This was shown by a St. Catharines, Ont., dealer.

"We never had as good a jam season before," was the statement of an Eastern grocer recently. "Everything seemed to work into our hands. When sugar went up we had little on hand, and as you know we could not buy in advance any more than sufficient to keep our trade going for the time being. So we made the best of a bad job and decided to sell other goods. Jam was one of the lines we bit upon, and with a few good window trims and show cards, a table on the inside neatly covered with more, we were able to work up a splendid trade, which has since kept up. Last week we had another special window trim, and it was surprising to see the sales it helped to make. One of the clerks arranged it, another wrote a couple of show cards, and we all talked jam to customers. I think altogether some three or four cases were sold in the week."

A Western grocer urges the sale of jam in view of the high price of butter. Here is one argument he has used: "A pound of butter costs you 38 to 40 cents. A family of five will easily eat a pound and a half in one week, which means an outlay of 57 or 60 cents in butter alone. For that you could almost buy three-pound jars of this jam, and if freely used it would save a large quantity of that butter." It is, of course, a fact that when jam is used, butter is saved and a more palatable meal is realized.

The season, too, is on when the home-made supply of jams and fruit is nearing an end. Housewives, like everyone else these days, are anxious to retrench—or, in other words, to save their jams and preserves. To do this they will oftentimes buy from the grocer and hold their own for the future. All these things should at once be taken advantage of. The more the retailer anticipates the wants of the consuming public by showing the goods that will sell and by giving good reasons why they should be bought, the more sales and profit he is going to make—providing, of course, he sells goods with sufficient merit to bring the repeat order. This makes it incumbent on the dealer to connect up with quality goods made by reputable houses.

It is not difficult to trim a jam window. Jars of jam and preserves in themselves, if tastefully arranged, will create an appetite. Pails are easily piled up so that the labels show attractively, and if the window is clean and inviting it will secure attention. The accompanying illustration of a jam display presents a simple but nevertheless elegant appearance. On the floor on pretty little paper doilies are jars of the jam the firm is interested in selling. In the centre background may be observed an attractive pyramid of pails, and on either side is a smaller pyramid. Here is a display that can be easily made in any window, large or small. It does not require a carpenter to make the small steps that are to be seen in the display. The entire arrangement could be put together in the course of an hour or two. One great trouble with the windows of many Canadian grocers is they are not dressed attractively ALL THE TIME. This should not be the case as the window is one of the best salesmen the dealer can possibly enlist to serve him.

—⚙—

George F. Benson, of W. T. Benson & Co., Montreal, has been elected by acclamation president of the Montreal Board of Trade.

Benjamin Rattenbury, of the Medicine Hat Wholesale Grocery Co., and a native of Charlottetown, P.E.I., and formerly of the 4th Regiment there, has joined the Mounted Infantry at Medicine Hat, and will, it is expected, sail with the second contingent for service at the front.

Business Created for Cold Weather Lines

Methods of a Salesman Behind the Counter for Getting Business That Had to be Gone After—Description of Window Display on Winter Foods—Show Cards and Other Displays Described.

Written for Canadian Grocer by HENRY WILLIAMS.

JEPSON'S former conception of running a retail business had been annihilated by the arrival of young Haslam. He found himself no longer a candidate for oblivion after the first selling campaign had been concluded. "Reception," "lodge supper," and "party" goods were never before supposed to be in the category of good sellers, but the way the new salesman handled his first campaign knocked that supposition into a cocked hat. It had been something unusual, so far as the buyers of the town were concerned, and the fellow who gets the new idea first is the first to bring home the bacon.

Some salesmen expect success in sorties or spurts. Not so with Haslam. He was out to make good with his new employer, whom he liked particularly well, and he knew that a few dollars extra revenue from the sale of "reception" goods wasn't going to bring him any Victoria Cross. Neither was it his intention to operate a selling campaign on a line of goods and wait a month before going back after the general public.

Winter Lines Rounded Up.

Like the majority of Western towns, that of ——— presented splendid opportunities for the selling of goods peculiar to the cold weather. So it didn't take Haslam long to decide on a selling campaign on "Cold Weather" goods. Taking a pencil and pad he went around the shelving and counters and made out a complete list of the lines that could respectably hold claim to belong to that class. The list proved to be a formidable one. It included among others the following: syrups; meat extracts; condensed soups; cocoa; coffee; canned tomatoes, corn and peas; pork and beans; oysters; flour and all kinds of baking requisites; rolled oats and other cereals that required cooking.

"Weather such as we are having here," he said to himself, "must be taken advantage of. Winter sports in a bracing, frosty air, skating and sleighing parties, etc., certainly are fine reasons why cold weather lines ought to be used more than at present. By the quantity of meat extracts and soups I discovered on the shelf where no one could see them, one would think that no one ever heard of them—we've got to sell them off now or never."

Plans were quickly laid. As in the first campaign, he determined to use the window and the newspaper space for all they were worth. Jepson was particularly well pleased with the window display which his new salesman worked up even though it did cost him a few dollars for extras. There was a winter scene in the background. This had been made by spreading a white sheet on the flooring and the use of a few branches of trees, dotted here and there with small bunches of cotton batting; the window floor was sprinkled over with a good supply also. The batting was again dusted with what the trade commonly calls "diamond dust," which gave the snow a realistic, lively, sparkling appearance. This was where the extra expense came in, but it was insignificant, as the material was retained for future use. A few years back Jepson had shown a miniature house in his Christmas window, and as this was still available, Haslam worked it into the trim. It was placed to one side beside one of the "trees," and at night an

Body-Building, Stimulating Foods To Combat the Chills of Winter

A GREAT many people complain of the cold of winter for the reason that they do not eat the proper foods. Now is the time for heat-producing foods—foods that generate heat and aid in withstanding the chills of the winter months. Illness is oftentimes the result of a run-down constitution, caused by lack of nourishing foods. Let us help you in the selection. Read over this list:

MEAT EXTRACTS—What is finer than a cup of ....., before or after a long drive or walk? Or when the body is tired or worn by sickness, what is more stimulating? There should be a supply on hand in every house. Per ....c and ..c.

SYRUPS are fine heat producers. They should be on every breakfast table. No better food can be found for the children. Let them spread it freely on their bread and biscuits. In tins and pails from ..c up to ..c.

CONDENSED SOUPS—No matter what kind of work the head of the family is engaged in, a soup course should precede the dinner meal. Good brands are full of nourishment and when served steaming hot, are appreciated by every member of the family. In packages and tins from ..c up to ..c.

COCOA—This article should be used more frequently in the average household. In hospitals it is usually the last food given to patients before they settle down for the night. It has a high food value, is stimulating and nourishing. We recommend ..... Brand at ....c per tin.

Do Your Own Baking in Winter

There is nothing to equal home-made bread. Let the family have a change. Your range is going anyway, so why not make the best use of it? We can do nothing better than recommend——— Brand flour and———Yeast for your best bread.

PORK and BEANS, CANNED VEGETABLES—Here you have some of the most reasonable foods available. Served hot, pork and beans, tomatoes, peas or corn are exceedingly beneficial to the body and in themselves can be made a meal of. Our brands are guaranteed in the first rank for quality. A meal for five for ten to twelve cents.

SAUSAGES—For the morning meal during the nippy weather try our special line of pork sausages. Finely flavored, perfectly seasoned and absolutely pure, they make the mouth water to see and smell them cooking in the pan. Per pound ....c.

Come in and look over our stock

THOS. JEPSON

87 Bradley St. **Phone 111**

A lay-out and suggested copy for a newspaper advertisement of Cold Weather Lines. Try it out in your newspaper space.

electric light with a red bulb illuminated the entire "building."

That was the setting. Interwoven with this winter scene was the important feature—the goods the Jepson store was anxious to sell. In semi-circular form tins and pails of corn and cane syrup constituted the background of the actual display of goods. With the bright sides of the labels turned outwards the effect produced was excellent and at once gripped the attention.

Inside this semi-circle was a similar shaped stair, the top of which was a foot or more below the top of the syrup tins and pails and on the steps of the stair were arranged the other cold weather lines on sale that week. The meat extracts were neatly displayed on the top shelf in a tempting manner. On the next were packages and tins of condensed soups, cocoa and coffee. Then came a row of tins of pork and beans, the tins being alternately in horizontal and vertieal position. On the bottom shelf were baking materials, including baking powder, soda, cream of tartar, packages of pancake flour, and other cake flour all symmetrically arrayed in attractive style.

At either end of the semi-circle of syrup was a pyramid of canned tomatoes, peas, beans and corn, and on the extreme sides were packages of oatmeal, rolled oats, rolled wheat and other cereals. That completed the trim with the exception of a couple of neatly-written and well-worded cards, which read as follows: "Foods That Drive Away the Winter Chill," and "Do Your Own Baking in the Cold Weather." There you have the window.

Inside Displays Used.

That, however, did not end the display. Haslam was a thorough believer in showing the goods and he decided that if any customers got past the window without being impressed with the goods there, he would have another chance at them inside the store. So on the end of the counter he placed a fixture with circular shelving which ran up in spiral form and arranged on it most temptingly some of the smaller winter lines which would not take up too much room. A table that occupied a prominent position just inside the door was also requisitioned for the campaign and there were also occasional individual displays here and there where space afforded the opportunity.

The newspaper space Jepson had contracted for was, of course, another link in the chain. The aim of the writer was to create a desire on the part of the reader to possess the goods, and it must be said he achieved considerable success.

Personal Salesmanship Requisitioned.

The new head of the sales department was a young man who had the faculty of introducing goods without offending the customer. He brought this faculty into good use during this campaign. He did not say: "Nothing else?" or "Anything else?" after a customer had made her usual purchase. During one conversation, for instance, a woman complained of the cold weather and how she and her husband found it difficult to fight against it.

"Food," replied Haslam, always on the alert to take advantage of an opening, "has much to do with the condition of the body in either cold or warm weather. Now, for instance, a plate of hot soup for dinner or lunch or a cup of —— (mentioning a certain meat extract) is one of the finest things in the food line to stimulate the circulation. Some of our customers have got used to using soup of some kind every day and they are perfectly pleased with it." While he was finishing this statement he picked up a package and tin of soup and some of the meat extract and added: "For a person who is not feeling well, who has the 'grip or a severe cold there is nothing that will give him an appetite like a meat extract." He noticed the customer was suffering slightly from a cold.

Argument like this seldom fails to clinch a sale and it succeeded in this particular case as it did in many others. It demonstrates the power of personal contact with the customer by a salesman who understands his business. There was many a sale made in a similar manner during the week the staff was engaged in selling cold-weather lines. The enthusiasm and selling methods of Haslam were contagious and it did not take long to get other clerks into tho stride.

Passing of the Old School.

Jepson was more than pleased. There was surely a new era opening for the business. He saw that he had been a merchant of the old school who had been firmly convinced that keeping good goods and a clean store was all that was required to get the business. He forgot that as years went by eompetition became keener with the arrival of modern equipment and modern methods. In his advertisements he had believed that the name "Jepson" should act as magic in bringing in the business. It had not struck him that the people wanted to be informed of the merits of the goods he had for sale, and of the reasons for purchasing them at particular seasons. The first few weeks with the new salesman in the store had changed all that. The future looked particularly bright to him.

(In next week's issue the selling campaign of the Jepson store on marmalade, marmalade oranges and other requisites for making it will be presented.)

FREDERICTON MERCHANTS UNITE

Fredericton, N.B., Jan. 20.—The Retail Merchants here are now organized and at the same meeting a Retail Grocers' branch also came into being. The new association feel that this is an age of organized movements, and much good to the community could be brought about by the merchants getting together and making a concerted efforted for a better Fredericton.

The officers elected are active and enthusiastic citizens, ready and willing to work. The following are the Retail Merchants' Association officers:—

President—A. Murray.
First Vice President—M. E. Doohan.
Second Vice-President—A. W. Coombs
Treasurer—E. R. Blackmer.
Secretary—Walter McKay.

It was deeided to form a section of Retail Grocers and the following officers were eleeted:

Chairman—C. W. Whelpley.
First Vice-Pres.—E. G. Hoben.
Second Vice-Pres.—A. E. Libby.
Secretary—Frank VanWart.

SUIT AGAINST RETAILERS.

Down in Kansas another form of conspiracy charge has come up to further scare trade associations out of their fondest activities. Now, it is charged that the publication of a credit-rating system by an association for the benefit of its members is conspiracy.

The Retail Grocers' Association of Kansas City, Kan., has been sued for $5,000 damages by George S. Kendricks, a contractor. Kendricks claims to have been damaged in character to that extent by the circulation of the association's rating book containing his name.

It is alleged by the complainant that the grocers posted him in their credit rating book as "unsatisfactory" in connection with the length of time within which he paid his bills. Each member of the association has been named individually as a defendant in the case. Interest in the outcome of the suit is being shown by associations everywhere on account of its bearing on the question of the lawful right of merchants' associations to list slow-pay customers in such manner.

Burd & Morrissey, general merchants, Latchford, Ont., have sold to Morrissey & Davies.

Good Opportunity for Selling Olives

Thirty Years Ago One Wholesaler Sold but Five Cases in a Year, Whereas Now the Sales Are More Than That in One Day — Somebody Getting the Business—How Retailers Are Increasing Sales.

By C. W. BARTON, for Canadian Grocer.

IMPORTERS state that it is a little early yet to talk about prices of new olives, but information should be available by the end of this month. This is the lean year. Every second year the crop is bountiful, and every other year the crop is meagre. This is often noticed in the case of fruit in our own country. One year the plum trees are overburdened with luscious fruit, and the next comes more or less of a failure. Last year the olives were exceedingly plentiful; this year they will be scarcer.

Under ordinary circumstances, a lean year has the effect of enhancing prices. This year circumstances are exceptional, and although figures are not yet available it is not probable that much of an advance, if any, will be made. Some people think that with the curtailed consumption, prices may be low. Olives are considered by many a luxury, and grocers will require to exercise their wits and ingenuity if they expect to equal last year's turnover in this line.

More Aggression Required.

There are few good grocers in Canada who do not handle olives, but there are not many who specialize in them, and are handling the amount they would do if they went after the business in earnest. Many merchants require to have this business thrust upon them before realizing that it is there for the asking. But the olive trade is one that will not come of its own accord, and the grocer who finds customers asking for olives, can rest assured that if he scratches the surface a little, he will find better business underneath. This is proved by the history of the olive business in Canada. Thirty years ago, five cases were sufficient to supply many wholesalers for a year. Now, the same amount will not last for a day. More people eat olives every day, and somebody must get the the business. Furthermore, it requires getting.

One of the most successful dealers in Western Ontario is A. G. Bain & Co., Hamilton. Nearly always there are one or two table displays of olives in his store—and olives only. This is one of the easiest and best ways of working up a demand.

A table display can be supplemented by a cut glass bowl containing olives on chopped ice—which is the ideal way to serve them. There should also be a pair of sugar tongs. While a lady is seated at the counter, the grocer should pass around, pick out an olive, shake off the water, and hand it to his customer, or, she is at liberty to take one herself. Few ladies will take more than one. An inquiry is bound to follow regarding the price, and in most cases a sale can be made there and then.

A grocer cannot afford to be stingy when dealing with this class of customer. If the customer is a prospect, the grocer can afford to give her an olive. Some high class grocers might increase their olive trade enormously if they invested

(Continued on page 34.)

The pyramids on either side of this window are made of olives, making a fine display.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 6074 Stoney Island Ave. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

Subscription: Canada, $2.00; United States, $2.50.
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JANUARY 22, 1915

1915 *RESOLUTIONS OF A LIVE WIRE.*

I owe it as a duty to my wife and family as well as to my business to secure a net profit on EVERY *article I sell during* 1915. *I shall endeavor to sell everything at a profit and push the sales of only those goods that give me a fair profit above overhead expenses.—A. L. W.*

The Seriousness of Price-cutting

"IN my many years' experience I have never yet known a grocer to succeed in business who has been a price-cutter. Failures too have been aggravated when price-cutters have advertised their prices in the newspapers."

Those were in effect the words of a prominent grocery manufacturer who has been connected with the trade for well over three decades and who himself has made an outstanding success in his business through the maintaining of prices and profits and the liberal and judicious use of white space.

Price-cutters have something to seriously consider in that opening statement. Think yourself and recall any big successes that have come to retail dealers in groceries who have been consistent price-cutters. Can you not easily name them on your finger ends?

As this man pointed out, mail order houses successfully lead the people to believe that they sell all goods at cut prices when as a matter of fact they cut prices on a few lines to-day and put them up again to-morrow and make cuts on another list. But with the small retailer it is usually different. When he begins cutting he starts on a few lines and then each day or week adds a few more, so that in a comparatively short time he is scarcely selling a staple line at a fair margin of profit. And with the standard prices, on staple lines particularly, shaved down as low as possible, one can readily see that the price-cutter must soon begin to sink into the mire of failure or at the best he makes but a very precarious existence.

Canadian grocers have a great duty to perform in placing the business on a better basis by maintaining prices. Every man should insist on getting a NET profit on every article that leaves his shelf, and if a dealer finds himself in the position that he must cut prices to get custom for his store he might just as well give up the struggle at once. It must be remembered that the prices on staple lines that have been fixed by custom are down to rock bottom in view of the strenuous competition of modern times and that there is no more room to cut if the article must avert a dead loss. Let every man KNOW what it costs him to do business by maintaining honestly and carefully an expense account and sell his goods accordingly. There is no room for guess-work in the business of the grocer to-day.

Would Hit Retailers Hard

BEARING on the question of the advisability of a war-tax on tea, the following letter from a prominent Canadian wholesale tea dealer will be read with interest:

"We are in entire accord with your article in a recent issue of Canadian Grocer on a tea war-tax, for while the immediate profit to us from duty would be very considerable, we know it would bear very hard indeed on the retail merchants, harder by a good deal in our opinion than even you anticipate. And what you state about the consumer is anything but extreme as the poorer people are, the more tea they use. For many a meal it is made to take the place of food.

"I would think, though, that the Minister of Finance must have pretty well decided what he is going to do, and if he intends to tax tea the Retail Grocers' and Merchants' Associations would have to be very active if their representations are to have any effect."

Without a doubt the retailers of the country will have to do a mighty big lot of explaining if 5 or 10 cents is added on to the price of tea by a war-tax. Some retailers say that the general publicity which such a move would be given, would obviate the need of explanations. While this may be true in so far as a portion of the public is concerned, the great majority of tea buyers will be ignorant of any reason

why tea should advance again. Women, in the main, do not interest themselves in duties, taxes and budgets, and this applies particularly to country people who have not always the best sources of information available.

As the wholesaler points out above, this question must be taken up at once by retail associations if aggressive measures are to be adopted to avert this tax.

Strong Market in Flour

FOR the third week flour is up. Manitoba flour records no actual advance, though at any minute we may get higher prices. But Ontario winter wheat flour is again higher, anywhere from 20 to 40c, according to the wish of the miller. Either price is apparently justifiable.

It now becomes apparent that the flour situation is concretely rigid. The tension is not imaginary. Flour is going to be higher unless all signs fail.

Last week we suggested that in a few months flour would be worth ten dollars a barrel. The possibility may rapidly become a probability, and there is nothing, logically, to stop it being a reality. It is said that the Government may step in. Let us examine the premises. Canada cannot supply wheat very much longer to Britain. What she has is daily being called for, but we do not live in times when barrels of meal and cruses of oil never get any less though we draw heavily therefrom. Weekly the United States supply is being depleted, and the Government has no control over that market. The American farmer is a shrewd individual and he is going to get —in colloquial parlance—"all that is coming to him." He sees his opportunity to make money and he will.

It seems, therefore, to be demonstrated that wheat and therefore flour will be higher, and it is a better policy to face the fact than to treat the suggestion as wild and unreasonable.

At present it is neither. There must be some new factor if a considerable advance on flour is not to be realized.

Enormous Egg Shrinkage

THE annual egg production in the United States was recently estimated at $500,000,000, of which a waste through breakage and decay amounts to $200,000,000 according to the attorney for the New York Central Railroad Company at an inquiry into the butter and egg business in New York state.

Evidence was introduced to show that not more than six out of ten eggs laid reach the consumer. Of the waste, he added, $50,000,000 is due to needless breakage in transit from the nest to the retailer. The remainder of the loss represents unnecessary addling, spoiling and deterioration.

This certainly represents a serious state of affairs in the United States, and no doubt if similar investigations were made in Canada proportions of loss would probably be found to be as high. That something should be done at once to reclaim two-fifths of the total value of eggs is imperative. There is work here for the government officials who have been assigned the duty of placing the egg on a more satisfactory basis. These men are now doing work along this line but so have United States officials; and if the results in this country are no better than they have been in the country to the south some drastic reforms will have to be effected. Waste such as this is bound to weaken any country.

Many War Taxes Suggested

TALK is running riot this week on war taxes. If all the men on the street have inside information we would likely see a war-tax on pretty nearly every imported article of foodstuff that adorns the counters and shelves of the grocer.

During the past couple of months, ever since it was hinted that more money was required by the Government, there has been talk of a tax on tea. There are possibly just as many not expecting to see it. But this week the talk has broadened out considerably and if there should be a tax on almost any imported foodstuff there would be someone to say that he had forecast it correctly.

Among the lines that will be taxed according to the guessers are tea, coffee, sugar, liquors and tobaccos, oranges, lemons, dried fruits, spices, etc. It will be noted that several lines are mentioned, such as sugar, coffee, tobaccos and liquors which had to bear a share of the first war-tax imposed in September last. One coffee man is so sure of another tax that he is going about his duties as if that were a foregone conclusion, despite the fact that the Government officials have not even hinted the thing and will not do so until the budget is presented in parliament next month. Although many are looking for another tax on sugar it doesn't seem likely that one will materialize. Sugar has borne a tax already of 70 cents a hundred and as it is one of the main staples one can scarcely think that it will be raised again.

The Government must take into consideration whether a line will decrease in consumption under the burden of a war-tax to such an extent that the total duties from it will be less than if there should be no tax. It is common knowledge, for instance, that the revenues from liquors, since the extra duty was imposed, are less than before. Something like this might be expected should sugar be again taxed.

The more one thinks of it the more he comes to the conclusion that there should be no tax on tea. This war has been called a rich man's war; but should such a tax be imposed it would strike directly at the poor. Tea is their staple drink and man for man they drink as much as the wealthy. If a tax were placed on the thirty-seven or eight million pounds that Canada consumes during a year, the great bulk of the burden would fall upon the poorer classes.

Editorial Notes

DON'T WASTE a good opportunity to advertise.

* * *

GOOD WINDOW trims are the forerunners of sales.

* * *

SPREAD THE Gospel of good cheer—be optimistic.

* * *

AN EFFECTIVE advertisement must say something worth while about the goods.

* * *

TENDERING suggestions on Cold Weather lines in January is working along the line of least resistance.

* * *

WHEN A customer enters your store do you look at her as if she were a heartily welcome guest or an intruder breaking into your cash drawer?

Fine selling Christmas window of D. W. Clark, Avenue Road, Toronto, given first prize in the class for large cities. Trimmed by Mr. Knight.

Winners in Canadian Grocer's Xmas Contest

First Prize Goes to Store of D. W. Clark, Toronto, With Fine Selling Trim — J. D. Jay, of Dixi H. Ross Co., Victoria, B.C., Captures Second With Handsome Display — Third Won by Brandon Firm.

THE winner of the first prize in Canadian Grocer's Christmas window dressing contest, Class I.—cities over 10,000 population—was D. W. Clark, Avenue Road, Toronto. This display is reproduced above, and at first glance it can readily be seen that it necessarily sold some goods. The judges, it should here be stated, in justice to the winner of second prize—J. D. Jay, of Dixi H. Ross & Co., Victoria, B.C.—were in a quandary for a long time as to whether Mr. Clark's or Mr. Jay's display should receive the preference. As it is our custom to show only the first prize winner in each class in January and the others in our fall number, when they come in at the proper time with suggestions for the Christmas trade, the Victoria window is not here presented. The judges, however, found it one of the most attractive trims they ever witnessed, but gave the prize to the display mentioned above because in their opinion it was the best seller.

WINNERS IN CLASS I.

First Prize—D. W. Clark, Toronto, dressed by Mr. Knight.

Second Prize—J. D. Jay, manager Dixi H. Ross, Victoria, B.C.

Third Prize—Nation & Shewan, Brandon, Man., dressed by J. F. Nichol.

JUDGES—H. C. MacDonald, Arthur Hardy, and J. C. Edwards, all members of the Canadian Window Trimmers' Association.

RUNNERS up in the Contest—Island & Bamford, Toronto, dressed by C. J. Bamford; F. C. Harp, Brantford, Ont., by Arthur Harp, and Wm. Care & Son, Toronto.

This fine point of distinction was brought out by one of the judges: "Supposing," he said, "I, in walking down the street, see an exceedingly attractive display in a window. I stop and look at it for a while, and probably when I go home I tell the folks about it, and they come round to see. That window may be so nice in appearance that none of us would like to buy anything from it, lest the effect should be spoiled. That is not the case with the window to which we have given the first prize. Passing it, a woman sees exactly the Christmas goods she needs, and because they are arranged so attractively, and look so clean and tempting, she goes in and makes purchases from it. The goods are arrayed in such a way that she is not afraid of spoiling the effect by getting her share."

There you have the reasons why this window of D. W. Clark won out. Readers of Canadian Grocer will, however, see a most attractive trim when Mr. Jay's appears. It will be remembered the contest stipulated that the windows were to be judged from the standpoint of SELLING POWER, ATTRACTIVENESS AND ORIGINALITY in the order named.

Frost on the windows around Christmas time spoiled a number of pictures, so that they did not show up to advantage.

A SPLENDID PAPER.

The MacLean Publishing Co., Ltd.,

Dear Sirs,—I have enclosed money order for two dollars for Canadian Grocer. I would not like to be without it, for it is a splendid paper.

ALEX. DUNCAN,

Toronto, Jan. 9, 1915,
108 Hazelton Ave.

Good Trims from Small Towns

Winner in Class II. Was Geo. Puckett, of Oshawa, Ont.—Some Trouble With Frost on the Window—Kelowna, B.C., Dealer Wins Second and Third Prize Goes to Elmira, Ont.

GEORGE PUCKETT, of Puckett & Scilley, Oshawa, Ont., trimmed the window which captured first prize in Class II—places under 10,000 population. The nature of this trim will be seen from the accompanying illustration. Mr. Puckett has certainly arranged a tempting display, having shown a large quantity of goods in a manner that would attract buyers. The trim is built up in somewhat of a turret fashion which resulted in an imposing array. The judges came to the unanimous decision that here was a window that would sell goods, was attractive at the same time, and that it would be a credit to any large city grocery store.

The display of K. F. Oxley, Kelowna, B. C., was a good second with a handsome array of canned fruits in the background. A few flags here and there gave it an appropriate patriotic touch. The window of Ruppel & Co., Elmira, Ont., was third. It is a coincidence that this firm won the same place with an attractive trim a year ago.

The judges were all practical window trimmers and were free with their criticisms and praise. A criticism was made of one window because the passerby could look over the display and see the interior of the store. This, they claimed, interfered with the effectiveness of the trim because it tended to detract the gaze of the possible buyer from the window itself. In some of the trims, too, there were goods shown that could not altogether be classed as purely Christmas goods. Lack of symmetry was the cause of the criticism of still another display.

As with the entries in Class I, the frost on the plate glass interfered with the getting of good pictures in several cases. Prior to the winter season each year Canadian grocer gives a list of methods for preventing frost from forming on the glass and of removing it when it does form. It looks as if more careful attention should be given to this feature of winter windows, as a frost-covered plate glass is entirely useless as a sales producer.

The remainder of the prize winners as well as the best of the other pictures are being held for reproduction in our annual Fall Number and other issues before next Christmas. That is the time when the suggestions they tender will be of the most practical value to our readers all over the country. It is our custom to show only the first-prize winners in January when the results of the contest are announced. Canadian Grocer hereby tenders its thanks to judges who kindly consented to pick out winners.

WINNERS IN CLASS II.

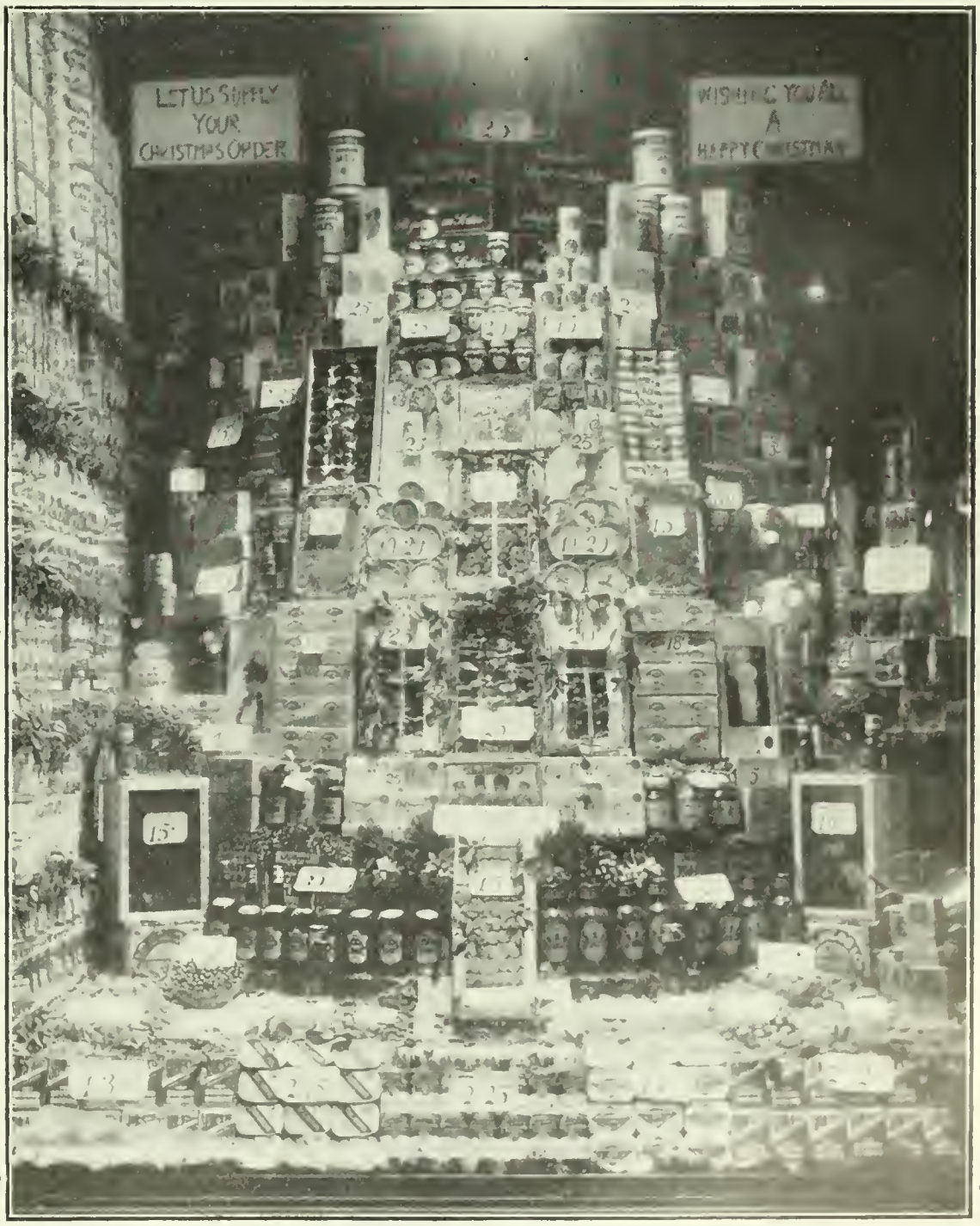
First Prize—Puckett & Scilley, Oshawa, Ont., dressed by Geo. Puckett.

Second Prize—K. F. Oxley, Kelowna, B.C., dressed by Ernest Langley.

Third Prize—Ruppel & Co., Elmira, Ont., dressed by C. Percy Ruppel.

JUDGES—Same as for Class No. I.

RUNNERS up in the Contest—The McKenzie Co., Kelowna, B.C., dressed by R. Johnstone; Mathison Bros., Whitby, Ont.; and A. Norrington, Milton, Ont.



Christmas display of Puckett & Scilley, Oshawa, Ont., awarded first prize in Class 2, of Canadian Grocer's contest. It was trimmed by Geo. Puckett.

Bonusing Clerks for Selling and Efficiency

System of Large Canadian Departmental Store is to Give Each Deserving Employee $5 Per Month Bonus — He or She Must Exceed the Average Sales, Be Courteous to Customers, and Steer Clear of Mistakes.

DOES a clerk work any harder and give any better service when allowed a bonus?

Clerks, you may think, who do their very best all the time are being sought after, and are paid high wages, so that they have no desire for bonuses. Nevertheless, several large firms have seen fit to introduce bonusing systems into their establishments, believing that the efficiency of the staff as a whole will be raised.

In many cases, bonuses have failed utterly. The question has been raised repeatedly at conventions of retail merchants and the prevailing opinion seemed to be that to encourage a salesman to do better by offering a bonus had the tendency to encourage him to sell goods by hook or crook, often resulting in dissatisfaction both to the proprietor and to the customer.

But the fact remains that the large department store of the T. Eaton Co. bonuses its clerks, and with conspicuous success. If the assertion were made that Eaton's do this to increase their sales, they would deny it with emphasis, yet there is no doubt whatever that more goods are sold in Eaton's than would be the case if no bonuses were given.

Store Atmosphere Improved.

They aver that a more important result is achieved by sharing profits than that of an increased turnover, to wit, that the general atmosphere of the store is improved. When their system is explained, will you agree with this?

For years Eatons tried to bonus their clerks effectively, and many of their systems were discarded, giving place eventually to the one at present in vogue, which they consider as nearly perfect as possible.

All the clerks, and other employees in the store, are divided into two classes, which might be called the "better than average," and "worse than average." The total amount of the store's sales is known, so that an average is easily arrived at. Take a smaller store, in which the sales per man are $120, $110, $90, $80, $70 and $60; the average is $90. All above that figure get a bonus of $5 per month. The bonus of the T. Eaton Co. is the same for everybody—never higher than $5. Those whose sales are below the average do not get a bonus, unless their sales exceed those of the corresponding month of the previous year.

Other things have a bearing on this matter besides sales. Wrong addresses taken, errors in making out accounts, mistakes of any kind, and complaints of customers, all determine whether a man receives his bonus or not. These errors are recorded on a percentage sheet, and weigh against good salesmanship.

Five dollars is a nice "wind-fall" at the end of each month, and the average clerk will do his utmost to exceed the average, besides doing his best to avoid errors and complaints from customers. Complaints are always carefully investigated in the office, and no clerk is allowed to suffer because the customer happened to be born with a choleric temper.

Results in Courteous Clerks.

The company says that this is a system which encourages courtesy to customers, and with courteous clerks it is argued, bigger sales will result, and the general reputation of the store will improve.

It is interesting to note that this system is applied to inspectors, drivers, and other employees as well as to the clerks. It is true that they have no sales to watch, but their conduct, good or bad, decides whether they receive a bonus or not. The whole idea of the firm is to produce employees as much above the average as possible.

BUSINESS IN ENGLAND.

Harold F. Ritchie, manufacturers' agent, Toronto, who recently returned from the Old Country, where he was on a business trip, states that he found business going on as usual with the English merchants upon whom he called. They are transacting business daily without reference to the war during business hours, but after business is over and the visitor dines with an Englishman, he then learns that the war is on the nation's mind. He said that a spirit of confidence prevails among the business men he met and nowhere did he hear expressions of the least anxiety regarding the war situation. It is not only Tommy and the tars who are fighting he declares, but all men, women and children are united in the common cause for the benefit of the Empire.

FREIGHT RATES ON VEGETABLES.

Ottawa, Jan. 19.—The Railway Commission this afternoon reserved judgment on the application of the Toronto Board of Trade for the disallowance of the new rates on vegetables which the Grand Trunk, Canadian Pacific and Canadian Northern Railways propose to put in force from the 26th inst. The new rates propose to increase the existing special mileage rates on vegetables loaded in refrigerator cars to the regular classification ratings.

BAT THE RAT.

By Walt Mason.

Oh, bat the rats, and break their slats, and hand the beasts their bitters! "No quarter" goes—destroy the foes, for they are filthy critters! Let them no more infest your store, your costly goods devouring, but run them out—put them to rout, their legions overpowering. Oh, swat the brutes that chew the fruits and gnaw the loaves and cheeses, that go their way, day after day, distributing diseases. If you, I think, took pen and ink, and figured what rats cost you, the total sum would knock you dumb and pretty nearly frost you. It's bad enough to see them stuff themselves with costly plunder, to know they dwell in hole and cell all 'round the store and under; it's bad enough, it's surely tough to have to feed and lodge them, and see them soar around the store so thick you cannot dodge them; but worse yet is this, you bet—the fame those critters lend you; for folk will score your store, and no one will defend you. "In yonder store I saw a score of rats," exclaimed some matron; "they were so thick they made me sick"—and thus you lose a patron.

So, bat the rats with guns or cats, or anything that's handy, with lance or sword, or strip of board, sandbag or poisoned candy. From South to North let us go forth, attired in batting garments, from East to West, let's work with zest, and bat the dirty varmints. Let's bat the rat, the lean, the fat, the old one and the ratling, the gray, the brown, we'll hammer down, and never cease our battling!

The Clerks' Page

ANSWERS TO THE SALARY QUESTION.

Editor Clerks' Page.—You ask which of the two clerks would be the better off—one who starts with $500 a year and who gets a raise of $50 every six months, or one who starts with the same salary and who gets a raise of $200 at the end of each year. It seems to me this is easy to answer. The clerk who gets a raise of $50 each six months gets a raise of $100 each year whereas the other fellow gets a raise of $200 each year. No. 2 necessarily wins? Am I not right?

Jan. 19, '15. OTTAWA CLERK.

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Editor Clerks' Page.—Re your question in last week's issue of Canadian Grocer. The clerk who gets the raise of $200 at the end of each year is the better off. It seems to me so plain that it is scarcely worth going into details.

Toronto, Jan. 18, '15.

C. G. READER.

Editor Clerks' Page.—In connection with your question on Clerks' Page last week: it seems to me the second clerk would be the better off if he got a raise of $200 at the end of each year, after every year but the first one. At the end of the first year A has received $550 whereas B has only received his $500. But at the end of the second year A would have received only $650 whereas B's would be $700.

RETAIL CLERK.

Winnipeg, Jan. 18, '15.

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Editorial Note.—Canadian Grocer desires to thank the above clerks for their prompt response to the enquiry which appeared in last week's issue. We regret to say, however, that none of the answers above are correct. The correct solution of the problem will appear in our next issue.

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ON THE RIGHT TRACK.

Since the above answers were sent to the printers, the following has been received which is along the right lines but in which there is one error which is apparently just a slip:

Editor Clerks' Page. — Answering question in reference to salaries of A and B. A and B start work at $500 a year. A gets $50 raise every six months. B gets $200 raise at end of each year.

For 1st 6 months A gets $250.

For 2nd 6 month A gets $250+$50 = $300.

A's wages for 1st year = $550.

A's wages for 2nd year $350 + $400 = $750.

A's wages for 3rd year $450 + $500 = $950.

B's wages for 1st year = $500.

B's wages for 2nd year = $500 + $200 = $700.

B's wages for 3rd year = $700.

A is $50 better off than B at end of 1st year.

A is $100 better off than B at end of 2nd year.

A is $350 better off than B at end of 3rd year.

J. CECIL BRADLEY.

Navan, Ont., Jan. 19, '15.

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A LATE REPLY.

Just before going to press, this answer arrived:

Editor, Canadian Grocer.—My answer to your question is: A is the better off by $50. My reason for this is that B's $200 raise doesn't start till the next year, and A gets a $50 raise the last six months of the first year.

Yours truly,

RUSSEL E——.

Nassagaweya, Halton County Ont.,
January 19, 1915.

THE ENCYCLOPEDIA

WAX AND PARAFFIN.

The title wax was formerly confined to beeswax, but it is now applied to many other substances of similar composition or characteristics. For household purposes, beeswax has been almost entirely superseded by paraffin or "paraffin wax," because of its much lower cost. Vegetable wax, or vegetable tallow, is found as a coating on many plants and fruits, on the leaves of rye, lilies, etc., but in only a comparatively few cases in quantities sufficient for commercial purposes. Among the most noteworthy commercial examples are the Myrtle wax—also called "Bayberry," "Candleberry" and "Tallow Shrub"—of several bushes native to China and Japan, one of which, known as the Chinese Tallow Tree, has been naturalized in the Southern States.

The berries of the Myrtle wax are about the size of peppercorns, and when ripe are covered with a greenish yellow wax which is collected by boiling the berries and skimming it off as it floats on the surface of the liquid. A bushel of berries will yield from four to five pounds. The product, after remelting and refining, is chiefly used for candles, which burn slowly with little smoke and emit an agreeable balsamic odor, but fail to give a brilliant light. An excellent scented fancy soap is also made from it.

The Chinese tallow tree bears capsules, containing three roundish seeds covered with fine white wax. The capsules and seeds are generally crushed and boiled, the fat then being skimmed off as it rises. The refined product makes fancy candles which are brilliantly white. Wax and linseed oil are frequently added to obtain the correct consistency.

Waxed paper, or paraffin paper is paper coated with refined paraffin. It is odorless and tasteless when properly made. It is employed in packing dates, raisins, candy, etc., and to wrap butter, lard, cheese and other foods, as it serves to keep moisture in—and out—and is cheap, convenient and cleanly. It is manufactured both in rolls and sheets and as a lining for paper bags. Small rolls at five cents and ten cents each are retailed for household use, for wrapping meats, etc., keeping them fresh and moist and protecting them from the odors of other articles.

Vegetable parchment paper, treated with sulphuric acid so as to render it impervious to moisture, is also largely employed for the same purposes. The best qualities can be soaked in water and washed out without losing their virtue. Many housewives who receive butter, etc., wrapped in this special paper, save it for household uses after the consumption of the articles originally contained

The Branding of Dairy Butter

On Receipt of Western Inquiry Canadian Grocer Reprints the Regulations Governing the Wrapping of Dairy Butter.

Editor, Canadian Grocer.—In one of your issues of last fall, I think in August or September—there was contained a copy of the regulations governing the wrapping of butter. I have been unable to get hold of a copy of the issue containing this, and would be pleased to have you send it to me by return.

Saskatoon, Sask. R. E. T.

* * *

In view of the fact that several inquiries have come in recently on this subject, Canadian Grocer has decided to again publish these butter wrapping regulations. The new regulations come under the Dairy Industry Act of 1914, which is largely a revision of the Inspection and Sale Act.

A sub-section in the Act deals with the weight of butter as put up in prints or blocks. This sub-section reads as follows:—

"No person shall sell, offer, or have in his possession for sale, any butter moulded or cut into prints, blocks, squares or pats, unless such prints, blocks, squares or pats are of the full net weight of one-quarter pound, one-half pound, one pound or two pounds at the time they are moulded or cut. Nothing in this paragraph shall be held to apply to butter in rolls or lumps of indiscriminate weight as sold by farmers."

The regulations made under the authority of the Act came into force on September 1st, and provide that when dairy butter is put up in blocks, squares or prints and wrapped in parchment paper, the paper shall be printed or branded with the words "Dairy Butter" in letters at least one-quarter inch square, in addition to any other wording that the buttermaker may desire to use. There is nothing in the Act or regulations to prevent the use of the word "Separator" in addition to the words "Dairy Butter," but no such grade of butter as "Separator" is recognized by the law. The Butter Act of 1903 defined only two grades, namely, "Dairy" and "Creamery." The Dairy Industry Act of 1914 defines a third grade as "Whey" butter. Buttermakers may use any form of printing or branding, including the words "Dairy Butter," which is not inconsistent with the definition of dairy butter. Butter in rolls, crocks or tubs is not required to be branded.

The definition of dairy butter is found in section 3 of the Act, and is the same as it was in the Butter Act of 1903. It reads as follows:—

(d) "dairy" means a place where the milk or cream of less than fifty cows is manufactured into butter;

(e) "dairy butter" means butter which is manufactured in a dairy.

The exact wording of the sections of the regulations that deal with this matter of the branding of dairy butter reads as follows:—

"No person shall cut or pack dairy butter into blocks, squares or prints and wrap such blocks, squares or prints in parchment paper unless the said parchment paper is printed or branded with the words "dairy butter."

"No person shall knowingly sell, offer, expose or have in his possession for sale:—

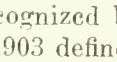
(e) Any dairy butter packed in boxes similar to those used for the packing of creamery butter unless such packages are branded 'Dairy butter;'

(f) Any dairy butter packed, moulded or cut into blocks, squares or prints and wrapped in parchment paper unless such parchment paper is branded 'Dairy butter.'"

It has been suggested that the following forms would be suitable for the printing of dairy butter wrappers:

CHOICE DAIRY BUTTER
Made by
Mrs. John Doe,
Rose Bank Farm, Doeville,
Ontario; or,

CHOICE DAIRY BUTTER
Made from Separator Cream
By
Mrs. John Doe,
Rose Bank Farm, Doeville,
Ontario.



Eugene Dufault, grocer, Grand Vital, Man., is succeeded by James Palmer.

The Anderson Supply Co., Craik, Sask., have sold their general store business to A. B. Hudson.

K. F. Oxley, a Kelowna, B.C., grocer, has added a motor delivery in connection with his business.

Kirkwood & Son, grocery brokers, Toronto, who have been located at 176 Dupont Street, moved this week to 32-34 Front Street W.

DEATH OF PAPER AND MATCH MANUFACTURER.

The death occurred last week of William H. Rowley, president and manager of the E. B. Eddy Co., Hull and Ottawa, while with some friends he was drinking tea in the tea room of the King Edward Hotel, Toronto. He was there on a business trip and was, up to the time of his sudden death, apparently in the best of health. He was 65 years of age.

Mr. Rowley started his business life at the Bank of Yarmouth, N.S. He was manager of the Merchants Bank of Canada at Ottawa and other large centres. He organized the E. B. Eddy Company, of Hull, Que., in 1887, and was secretary-treasurer until Mr. Eddy's death in 1906, when he became president of the company. For many years Mr. Rowley was a prominent member of the Executive Council of the Canadian Manufacturers' Association, and after being vice president twice was elected president of the association 1910-11.

CALENDARS FOR 1915.

The Canadian Cereal and Flour Mills, Limited, Toronto, have issued an attractive calendar for this year. This is somewhat unique, in that it is in the form of a nicely colored show card, with the words "Tillson's Oats—A Food, Not a Fad," covering most of the card, and emblems of Canada in one corner, in which the Maple Leaf and the Beaver are conspicuous. The calendar part is in the lower right-hand corner.

OPPORTUNITY IN OLIVES

(Continued from page 27.)

money in a little advertising taking the shape of small sample bottles of olives.

At any rate, no grocer should kick at the expenditure of 50c a week in order to sample from a hundred and fifty of his best customers. The courtesy will at least be appreciated, and many people will buy who have acquired the taste, but who never bought for their own tables.

Be Careful in Selections.

There is a case where such a demonstration would not be successful—where the olives are not of good quality. Some olives are woody and tough; others are meaty, and full of flavor. The latter are the only ones likely to be successful as samples, otherwise the grocer would do himself more harm than good.

How is it that grocers do not feature this line? Rarely does one see a card in a grocery announcing: "Our specialty to-day is such and such a bottle of olives — 25c." Grocers take canned goods for leaders, sugar, oranges, almost anything else, but never olives.

Current News

Quebec and Maritime Provinces.

T. Lavigne, grocer, Montreal, died last week.

The Farmers' Exchange, general merchants, Potton, Que., have registered.

Z. Hebert, of Hudon, Hebert & Co., has been elected second vice-president of the Montreal Board of Trade.

Alex. Hendery, tea importer, St. Nicholas Building, Montreal, fell and strained his leg last week. He will be confined to his home for some time.

That everybody has not been turned into a pessimist by the war in seen in the erection of a large new warehouse by G. T. Armstrong, wholesale provision merchant, Sherbrooke, Que. This building was commenced on October 26, 1914, and was in partial occupation by the owner before the New Year.

Ontario.

Margaret V. Young, grocer, Toronto, has sold to Wm. Dunn.

H. B. Morrison, grocer, Stirling, Ont., has sold to G. E. Bailey.

Samuel Barr, grocer, Clinton, Ont., has sold to W. L. Johnson.

Mrs. M. Rowley, a Toronto grocer, sustained a fire loss recently.

George Scher, grocer, Toronto, is succeeded by H. Harvie & Co.

John Simpson, of Jno. Simpson & Son, general merchants, Alexandria, Ont., died last week.

Z. HEBERT, Montreal,

Wholesale grocer, elected vice-president of the Montreal Board of Trade by acclamation.

The Rat Portage Lumber Co., Rainy River, Ont., are selling their general store business to W. J. McCart.

Mr. Nicholson, of Brigden, Ont., who has purchased J. S. Wilkie's grocery business at Alvinston, has taken possession.

Hugh Blain, of Eby-Blain, wholesale grocers, Toronto, has again been elected to the Counеil of the Toronto Board of Trade.

The grocery business of the late George Thomas, Campbellford, Ont., was sold by tender to R. J. Allan and J. H. Caskey.

J. B. Stark, grocer, Chatham, Ont., has installed a new sanitary grocer counter, and is advertising it in his newspaper spaee.

The wedding took place on Monday last of Harold G. E. Choate, of A. F. Choate & Son, Warsaw, Ont., to Miss Beatrice Selkirk.

E. K. Barnsdale, of the Barnsdale Trading Co., groeers, Stratford, Ont., was elected Mayor of that eity in the municipal elections.

The Dominion Register Co., Ontario Street, Toronto, have moved their sales offices to 110-112 Church Street, at the corner of Lombard.

Harold F. Ritchie & Co., Limited, manufacturers' agents, Toronto, have secured the agency for Canada of Keating's Insect Powder, manufactured in England.

H. Graves, general merchant, Thamesville, Ont., has sold out to L. B. Mitton & Co. Mr. Mitton has been associated in business with Mr. Graves sinee the establishment of the Thamesville Centre Store.

H. T. Thomson, of Wingham, Ont., has sold his general store business at Belmore to Henry Johann, who has taken possession. Mr. Thomson will devote all his time to the management of his grocery business in Wingham.

Charles A. O'Connor, who for some time has been a clerk in the grocery of the late Geo. W. Thomas, Campbellford, Ont., has purchased the grocery and boot and shoe business of A. A. Willis. Mr. Willis will sell his dry goods stock.

Over $100 of damage was done by fire at the Judd Soap Works factory, Hamilton, Ont. The fire started, it is thought, from a gas stove in a lower room in the front of the building. The building is divided off into fireproof sections, and the flames were kept to the one department.

E. K. BARNSDALE, Stratford, Ont.

of the Barnsdale Trading Co., who was elected Mayor of Stratford for 1915.

The death of John McDonald Bothwell, Barrie, Ont., occurred last week. Mr. Bothwell was born in Belfast, Ireland, and came to Canada in 1871, engaging in business shortly after his arrival in Barrie. He was for over forty years in business as a groeer, grain and seed merchant in the same stand, retiring from that business in May, 1911. He built this block in 1888. Some years ago Mr. Bothwell also built the Bothwell Block in Allandale, and the grocery business has been carried on there under his supervision for many years, and later by his sons. He was Mayor of Barrie in 1895 and 1896.

Western Canada.

Ogletree Bros., general merchants, Estuary, Sask., are suceeeded by N. A. Frood.

J. Turberfield, general merchant, Waldron, Sask., has sold to W. A. F. Heather.

The C. W. Sherwood Co., Ltd., Regina, Sask., have sold their Saskatoon branch to McGowan & Co.

Evaporated Apples Higher: Teas Up Half a Cent

Tea, for the Third Week in Succession, Advanced a Farthing in London—Evaporated Apples for Export—General Tax Talk—Walnuts and Peanuts Firm—Speculative Buying in Coffees.

Office of Publication, January 21st, 1915.

RUMORS are rife this week concerning wholesale war taxes on foodstuffs. Not only is there talk of a tax on tea but there are those who look for another duty on sugar, coffee, liquors and tobacco. There is in fact speculation going on in all these lines by men anticipating the taxes. It is, however, scarcely likely that sugar will be taxed again. It now bears a war-tax of 70 cents per cwt., and should an attempt be made to squeeze a further revenue from it, there would probably be a silent protest on the part of a large portion of the consuming public, resulting in a decline in consumption. There would therefore be a danger of the revenue being lessened by adding too freely to the war-tax.

There is also some speculation going on in oranges by some who expect this fruit to be called upon for a share of the revenue required. Oranges are pretty cheap just now and are to a large extent replacing apples. The Government's apple campaign might be helped by a substantial tax on oranges. But of course the whole thing is merely a conjecture and it may be that instead of foodstuffs, the officials will see to it that the extra revenue is gathered up from only those who can afford it without being pinched. Tea is certainly one article that should not have to bear a tax. The poor man drinks just as much tea as the rich, and as those who could well afford to pay 5 or 10 cents more are in the minority, the greater portion of the burden would necessarily fall upon the poorer classes.

Tea, by the way, is up in London again half a cent which makes an increase of about one and a half cents per pound in the past few weeks. The market is particularly strong.

It will be somewhat of a surprise to the trade to learn of an advancing market in evaporated apples. The war cut off the bulk of the European trade last autumn and left the situation somewhat dead here, but recently there have been carload lots of them ordered for export. The price in Toronto is higher by 1½ cents per pound.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Rolled oats unsettled.
- Hominy and corn flour up.
- Flour advance maintained.

PRODUCE AND PROVISIONS—
- New laids 5c cheaper.
- Storage eggs firm.
- Dearer turkeys.
- Butter market firm.

FRUIT AND VEGETABLES—
- Oranges may be taxed.
- Apples still in demand.
- Lemons moving slowly.

FISH AND OYSTERS—
- Frozen salmon plentiful.
- Frozeu halibut firmer.
- No frozen herrings yet.

GENERAL GROCERIES—
- Canadian buyers higher.
- Split more reasonable.
- Walnuts and peanuts firm.
- Speculation in teas.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Winter wheat flour up.
- Rolled oats advanced.
- Split peas in demand.

PRODUCE AND PROVISIONS—
- Export demand for meats.
- Butter is firmer.
- Cheese stocks light.
- Poultry firm.

FRUIT AND VEGETABLES—
- Spies 'way up.
- Oranges firmer.
- Lemons lower.

FISH AND OYSTERS—
- Frozen mackerel in.
- Cod and haddock moving.
- Oysters in demand.

GENERAL GROCERIES—
- Tea up a farthing.
- Evaporated apples higher.
- Currants weak.
- Gambling in coffee.
- Sugar a shade weaker.

QUEBEC MARKETS.

Montreal, Jan. 21.—It is remarkable the amount of business done during the past week by those desiring to speculate on the Budget. Tea, of course, is the centre of interest, and large quantities have changed hands, on the assumption of a five or ten cent war tax. One commission agent in Montreal said this week: "You will see a duty of ten cents on tea, and a further duty on coffee. Rice could also stand a tax say of ¼c. To tax tea would simply be copying the United States which has already imposed a ten cent. duty. I think our Government will do the same."

On the other hand, another importer says: "I do not believe the Government will tax tea. This is the rich man's war. Nor do I expect a further duty on liquor or cigars. I think it more probable that a 5 per cent. tax will be imposed on every invoice that comes into the country, irrespective of duty payable or free on the existing tariff. There is talk of a stamp tax. I do not put much confidence in this, as it would take six or nine months to put into operation, whereas the money is required immediately."

Incidentally this man experienced a big fillip to his business in dried fruits as a result of speculation.

There are those who would buy large quantities of sugar if the refiners would take the chances of a further duty going on sugar. This, for many reasons, the refiners will not do. They are not encouraging speculation. Sales in coffee do not appear to have been stimulated by duty gossip. Oranges and lemons are among the foods which dealers are pushing on the ground that they may be taxed.

Reviewing business conditions, a wholesaler used these words: "Trade generally is quiet. The weather has been against it since the first of the year. A good fall of snow would improve things considerably. A snowstorm costs the City of Montreal about $25,000, which means a lot to the grocery business. Collections are fairly good, much better in proportion, than business. Failures have not been many, but more than at this time last year. After all, wholesalers are holding their own. Retailers must be cautious in their purchases, and not buy heavily. There is no reason for it; much better to buy oftener."

Canadian beans have advanced in the primary market, but retailers in many cases are able still to buy 3-lb. pickers at $2.75. New laid eggs are 5c dozen cheaper. Split peas are being offered more freely, and at more reasonable prices. The retail price of ivory soap has been reduced to 5c per bar from 3 for 25c, and to the trade proportionately.

SUGAR.—Certain houses have approached refiners with orders for large quantities against a possible increase in the duty on sugar. Refiners are not disposed to consider this business if the buyer is not willing to accept delivery before the Budget is handed down. In most cases wholesalers are not willing to take the chance. The money market is not suitable just now for speculation of this kind, but it shows the feeling. Refiners are not encouraging the trade to

speculate on a possible increase in the tax, and are taking no steps to protect themselves—just going on as though a change were unlikely. One refiner put the situation this way: "On the one hand we consider that sugar has already been taxed sufficient; on the other hand, it is an easy tax to collect, there being few firms in the business. It has been suggested that the Government might investigate the amount of sugar being used by the manufacturer and how much by the consumer. If the amount used by the manufacturer preponderates, it is thought by some that a further tax is likely, as the sugar used by the manufacturer goes mainly into luxuries, such as candies and biscuits. It is pointed out by the refiner, however, that to tax sugar again would undoubtedly check the consumption of jam as well as sugar. There are no changes in price here. Raws were weaker earlier in the week, but steadied later.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	5 90
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 50
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lumps—	
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	8 35
Crystal Dominoes, cartons	8 15

TEAS.—A broker sent a circular all over Canada this week, drawing attention , among other lines, to teas. Most of those who replied asked for samples or information regarding the tea. Which means that the trade is unusually interested in this line. Importers are asking higher prices, and are getting them. Country stores are less interested in a possible war tax than those in the city. Some importers have sold out, and are attempting to buy in Montreal, but have considerable difficulty. The following prices were quoted by one house: Indians 21½c, Ceylons 23c, Y. Hysons 15c, Congous 15c. and Japans 21½c. These are among the lowest prices.

DRIED FRUITS.—Stocks of prunes are small, and higher prices are being asked from California. The market is pretty well cleaned up on raisins. For California raisins, muscatels and other lines, markets have advanced considerably since Christmas. Old Sultana raisins are being offered to the wholesale trade at 7c for loose, and 10c for 1-lb. pkgs. This is a little higher than last year's prices. A quantity of new Sultanas reached Montreal and New York last week, but were quickly bought up at 12½c, which is almost double last year's price. Peels are higher abroad, but dull here. Like many other lines, possibility of a tax has stimulated trade in dried fruits, many lines being bought now and in larger quantities than would be the case if grocers were not speculating.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 06½	0 07
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	....	0 08½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07¾
Amalias, 1-lb. pkgs.	0 08½	0 08¾
Filiatras, fine, loose, new	....	0 07¾
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 08½
Fards, choicest	....	0 12
Hallowee, loose	....	0 07½
Hallowee, 1-lb. pkgs.	....	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
16 oz. glove boxes, box	....	0 13
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08
Sultana, loose	0 11¾	0 13
Valencia, new	0 08	0 09
Seedless, 16 oz.	....	0 10½
Seedless, 12 oz.	....	0 09
Seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—There are no new prices out yet on new crop Patnas. New crop Siams have advanced a shilling, and are generally expected to go higher. Despite this, there is a feeling in some quarters that prices may go down owing to the fact that considerable quantities of old crop are held. It often happens that, when the new crop comes in, the market goes down if supplies are any size. Despite hints at a duty, a Western milling company is anxious to make contracts for a year at present prices.

	Per cwt:
Rangoon Rices—	
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	6 25
Pearl	6 35
Fancy Rices—	**Per cwt.**
Imperial Glace	5 65
Sparkle	6 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06¾
Velvet head Carolina	0 09¼	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—The opinion was expressed this week that molasses would remain high until the new crop comes in. They will be making molasses in West Indies in February, and there will be a big crop if the weather continues good. Weather of late has been favorable, and it would not be surprising to find work in progress soon, though not general until late next month. If work commences very early by reason of exceptionally good weather, then prices will go down, and grocers will insist on getting new crop. Much depends on the way the raw sugar market goes between now and then. Higher freight rates may also be a factor. Inquiries have already been received in Barbadoes from Newfoundland for choice molasses, but no price has been accepted.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.41	.39
Barrels	.44	.42
Half barrels	.46	.45

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doh. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 3¾c; ½ bbls.	0 04
Cases, 2 lb. tins, 2 doz. per case	2 35
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE. — This is one of the few markets that apparently has not been influenced by the gossip on war tax. It remains quiet with no material change in prices.

Coffee Roasted—		
Rogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—The price of shelled walnuts in the primary market was 24c on a certain day last week. It jumped a cent at a time until, for February delivery, the price reached 29-31c, according to quality. As stated last week, large orders were placed from Montreal at 24c, and fortunate were those who caught the market at this price. At the higher price few were being offered, and one grower in France wished to get out of an order around 26c, but was held to it. Prices are not being promptly confirmed which gives the impression that growers are hesitating to accept orders at some of the lower figures. Retailers can still buy new shelled walnuts in Montreal at 31c, despite the strength shown in the primary market. Wholesalers are quoting the retail trade 37-38c for shelled almonds; prices will be about 1½c cheaper in February, possibly cheaper than that, as some remarkably low prices have been quoted to wholesalers. Virginia peanuts are one of the features of the market this week. Shelled and Jumbo have been advanced in primary markets, and other grades remain firm. The crop is fairly normal, but the demand is increasing, particularly for the manufacture of peanut butter. However, prices to the retailer do not appear to have been altered. Nuts in shell remain at about same price.

Almonds, Tara	....	0 17
Grenobles, new	0 15½	0 16½
Marbots, new	0 14	0 15
Shelled walnuts, new, per lb.	....	0 31
Shelled almonds, 28-lb. boxes, per lb.	0 37	0 38
Sicily filberts	....	0 13½
Pecans, large	....	0 18
Brazils, new	....	0 11½
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—A cable from London early this week announced advances in Tellicherry peppers a shilling and sixpence per cwt., and an advance of nearly a penny on Singapore white, and 3/8d. on Penang white. Cloves, nutmegs and gingers have been receiving considerable attention in New York, and the market can be called active. No violent fluctuations occurred, except a sharp advance in celery seed. Market is in good shape because stocks of most everything are small, and spot prices well maintained. This is encouraging business in future deliveries. Heavy business has been done in cloves, an unusual feature being the absolute lack of spot supply. At this season, the new crop generally arrives in largest quantities, but just now it is difficult to buy in New York at any price. There is no relief from the scarcity of spot red peppers. Gingers in all grades keep quiet, with dealers apparently indifferent about selling. Buyers are awaiting developments.

	6 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 24	0 80—0 90	0 90—1 00
Pepper, white	0 32—0 33	1 05—1 10	1 1—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or ballers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne cbillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES. — The primary market for beans is much firmer, and some houses are quoting the retailer $3, while some have stocks large enough to enable them to charge $2.75. The feeling here is that prices are likely to be higher still. The difficulty is to secure supplies of good qualities. Michigan beans are of a relatively higher value, and it is argued there is no reason why Canadians should not be higher. It might be argued that Michigan beans should come down, but that is not the way the market looks. More offerings are now being made of split peas, and at lower prices. The result is, wholesalers are offering supplies at $5-$5.25. The reason for these high prices is that the quantity of whole peas available for splitting is small.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, 3 lb. pickers, per bushel	2 75	3 00
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	....	0 08
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	5 00	5 25
Barley, pot, per bag	....	3 25
Barley, pearl	....	4 25

ONTARIO MARKETS.

Toronto, Jan. 21.—On February 4th, or thereabouts, it is some satisfaction to know, we shall see a time "when tea-men cease from troubling and the brokers are at rest." This tea tax talk appears at present to be like Tennyson's brook, which went on for ever. And not alone is the tax on tea a conversational feature of the market. Coffee men say there will be a further tax on coffee; sugar men think the duty on sugar will be increased; tobacco dealers are speculating in rumors galore. Apparently, according to some men, the whole tariff will be revised. Most taxes will be imposed, and on those articles that are already dutiable—on the principle of "To them that hath shall be given"—super-taxes will be authorized. Other men say frankly that there will be no tax on tea or any other commodity; that automobiles and such will feel the Government orders. And whatever way a man argues he is quite sure of it.

These rumors really do no good. "If we knew," said a sugar broker, "if we knew that the Government were going to tax us further, we would make some money." Of course, they would! But then if the Kaiser had known he was going to be beaten he would have gone or reviewing soldiers and attending the opera—that is, he would if he had been sane—instead of breaking treaties. Nobody knows until the Government brings down the budget what is going to be taxed. Ignorance might just as well be bliss. No one is buying on the possibility of a tax on anything. Not unless they have money to play with.

Trade continues quiet. Buying is hand-to-mouth right along, although it is so soon after stocktaking: It is better, however, than back in the early fall, and a steady demand, though not large, is something definite for the wholesaler to go on when he re-arranges his affairs to suit existing conditions. Dealers report good collections, better than they had anticipated. It is a good sign that debts are being paid with more or less promptness. Few retailers are taking advantage of bad trade to plead impotence to settle their accounts.

Coffee is interesting just now, because here and there are evidences of speculative buying purely on the possibility of an increased duty. Some coffee men seem particularly sure of themselves in this regard, and are backing their opinions by their investments.

SUGAR.—The easing-up of the New York market last week is continued again this week. Raws declined because of continued improvement in weather in Cuba, and refined will be lower in consequence—that is, unless the Government makes some change in the tariff. Any addition to the present duty on sugar coming into Canada would mean higher prices. Some sugar men are of opinion that we shall have a further advance on the tax, and there is said to be a little buying on this account. It is not general, however. Apart from this, there is nothing moving. The firmness following the recent advance has eased considerably.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 36
20 lb. bags	6 46
10 lb. bags	6 31
2 and 5-lb. cartons	6 66
Nova Scotia refined, 100-lb. bags	6 26
Extra Ground Sugars—	
Barrels	6 76
50 lb. boxes	6 94
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 56
50 lb. boxes	6 76
25 lb. boxes	6 96
Crystal Diamonds—	
Barrels	11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lumps—	
100 lb. boxes	7 11
50 lb. boxes	7 21
25 lb. boxes	7 41
Cartons (20 to case)	7 66
Cartons (50 to case)	8 16
Crystal Dominoes, cartons	8 26
Yellow Sugars—	
No. 1	5 96

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Tea once more is up a farthing in London. This is the third advance of half a cent in three weeks. Prices are up a cent and a half. The peculiar feature is that in the words of a large London house, cabled to this side: "The position is unjustified." Market is very strong. A possible reason for the advance may be in the difficult and expensive method in which teas are being transshipped these days. In time of peace it was customary very often to transfer the cargoes of tea from the ships coming in from Ceylon to those which would carry it to its ultimate destination in the River Thames itself. The Thames, however, is so busy now, and there is such a dearth of labor at present that the teas have to be stored ashore for a day—sometimes longer. This means an additional expense of 30c a chest, which works out at one-third of a cent per pound. Quality of tea coming along will get better now. It is such interruptions as the "Emden" was responsible for that were responsible partially for some deterioration in quality.

DRIED FRUITS.—Evaporated apples are up a cent and a half. Carloads are being shipped to Europe, and there is a heavy demand here for them. The promising liveliness displayed in currants last week has flickered out again. There is only a fair call now. Dates are moving fairly well; they are an all-the-year-round fruit, and have a more or less constant demand. Prunes are a little quieter, but this is the time when they usually display activity. People who have preserved fruits find their supplies

petering out about now, and prunes get the business. Sultanas, owing to the war, can't be sold unless purchase is proven before the date of the entrance of Turkey to the war. The same applies to figs. Storekeepers can do without Sultanas, but bakers, of course, have to have them, and there is a marked scarcity. Trade generally is quiet. Buying is but average.

Apricots—		
Apples, evaporated, per lb.	0 07½	0 08
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07	0 07½
Amalas, choicest, per lb.	0 07¾	0 08¼
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 08½	0 09
Seeded, fancy, 1 lb. packets	0 10½	0 10¾
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08¾
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—No interest is manifested in this market at present. Brazils continue absolutely flat, and the prices we quote are nominal. Brazils just now are a matter of a man's conscience. As to the shelled almonds and walnuts, so belated at Christmas, these are not moving, but holders do not worry. Nuts, particularly when they are new, are good for next year if they are put in cold storage, as most of these are. Shelled walnuts are in fair demand at ruling prices. Almonds are moving fairly well.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 48	0 50

SPICES.—Peppers all round are very stiff, and there is a big demand. The "Emden" some time ago interfered with shipments, and stocks are low. No more seem to be coming forward from India, and spot goods are much in demand. Speculative buying in these is responsible for what business there is at present. Black ground pepper is up 2c, and we quote 14c to 18c on it. White whole peppers are up to 30-33c, an advance of 3c. Herbs are a trifle easier.

	Compound, per lb.	Pure, per lb.
Spices—		
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 06
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

BEANS.—The market is flat and featureless. The slight increase in trading in beans a couple of weeks ago has died down again.

	Per bushel.	
Beans—		
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush	3 00	3 10
Peas, whole, white, per bush	3 00	3 10

COFFEE.—Market is quiet for futures, but there is considerable speculation on spot goods. This is on account of the possibility of a further tax on coffees coming into the country. At present it is 3c. Brazilian markets remain very firm. Guatemalas are down a couple of cents from previous figures.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	....	0 30
Bucaramauga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Santos	0 15	0 17
Rio	0 18	0 22
Chicory	....	0 14

RICE.—Market still keeps firm, and there is a slightly better demand this week. Retailers are stocking up.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—Molasses is firmer, though no higher price is to be seen. Demand is fair. Other syrups are quiet.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	6 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
6 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

SEEDS.—Prices quoted to country merchants for re-cleaned seeds, Canadian Government tested, per cwt.:—

Red Clover—		
No. 1	$20 00	$21 00
No. 2	18 50	19 00
No. 3	18 00	....
Alsike—		
No. 1	19 00	20 00
No. 2	17 50	18 50
No. 3	16 00	....
Timothy—		
No. 1	10 00	11 00
No. 2	8 75	9 25
No. 3	8 00	....

CANNED GOODS.

Montreal.—If would not be surprising to see lower prices in lobsters. They are quoted to-day at $13½ for ½-lb. and 1-lb. tins, which is more than $10 per case lower than a year ago. A reduction of 15c per doz. took place a week ago, which is small considering the above difference. In former days, lobsters sold at $4.75 a case, and people did not want them at that. With the growth of export business to England and the Continent, prices have advanced, but little exporting is being done now, hence the drop in price. There is further talk of a close season, but what grounds there is for it is hard to find. It is argued that a rest would give the lobsters a chance to increase.

The market for salmon is better than it was a month ago. A broker supplies the following information regarding conditions now ruling on the coast:

SOCKEYES.—Talls are unchanged; Skeena and Fraser are practically sold out, but there are other packs of somewhat lower quality which can be got at about $8.50 per case for the best, down to probably as low as $8. During last week practically all the sockeye halves remaining unsold from 1914 pack were taken up by English buyers, and the price jumped within a few days from $9.50 to $10.25 unlabeled, F.O.B. Montreal.

COHOES.—Talls of best quality can be obtained at $4.50. Flats are in short supply, and cannot be bought at less than $4.75, and half flats are nominally $5.50 unlabeled here, but some cases have been made in England of Cohoe half flats at considerably higher level, and it is quite possible that English buyers will give some attention to this grade.

PINKS.—Prices are $3.50 for best quality, while ordinary Northern Pinks can be obtained at probably $3.40 or $3.35, and inferior parcels as low perhaps as $3. Last week English buyers got options on all the Pink talls remaining unsold, but they were not taken up. It is, however, of course, quite on the cards that they may come into the market again at any moment and take everything; there are only probably 20,000 to 30,000 cases remaining unsold, and it will be quite a small transaction for the English market if they once start buying. We think that Canadian buyers will be well advised to cover their requirements promptly.

CHUMS.—The market was for some

time down to $2.50, and large business was done at this figure. It has now advanced to about $2.65 to $2.70 Canadian terms; with a firm offer in hand we might still get a few at $2.50, but not any large quantity as packers are firm with what they have left unsold.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.

	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	$ 47½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra floe sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 [illegible]½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 65
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	f 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 62½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 92½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	6 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 32½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 00
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	...
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	...
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 40½
3's Pears, pie, not peeled	1 [illegible]½
3's Pears, pie, peeled	1 40½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	[illegible]
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	[illegible]
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals. Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
2's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

WINNIPEG, Jan. 20.—Of actual changes in prices or of modification in general conditions, there is little to report this week. Coffees are weaker and generally down 1 to 2 cents per lb. Other lines of staples are steady.

It was a general idea in Winnipeg business circles that with the wind-up of the holiday trade a period of lassitude would prevail and that quiet times were to be looked for in the immediate future.

Actual facts have by no means borne out such a view of conditions. Wholesalers to-day report a really more active business in staples than prevailed at this time last year. It is true that the business in fancy articles is quiet, but that should not be surprising.

It is probable that retail buyers were careful not to overstock for Christmas trade and holiday business was better than generally expected. As a result stocks are low and are being replenished. At the same time there is no heavy buying, orders are of a hand to mouth character, and it is evident the trade generally has conservative views on the business situation. Canned lobster is likely to go up in price. Package oats are firm. Maple syrup must in future be the pure article. Selling of compounds is prohibited.

SUGAR.—Prices are steady, supplies ample, demand fair. No immediate changes in prices are anticipated. Reports of injury to Cuban crop may later exert bullish influence should damage be confirmed.

	Per cwt. in sacks.
Sugar, Eastern—	
Sugar, standard granulated	6 70
Extra ground or icing	7 35
Powdered	7 15
Lump, hard	7 65
Montreal yellow	6 35
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Barrels, per cwt.	6 55
Halves, 50 lbs., per cwt.	5 60
Bales, 20 lbs., per cwt.	5 65
Powdered, barrels	5 90
Powdered, 50s	6 25
Powdered, 25s	6 55
Icing, barrels	6 45
Icing, 50s	6 60
Icing, 25s	6 60
Icing, pails	6 50
Cut loaf, barrels	6 30
Cut loaf, 50s	6 55
Cut loaf, 25s	6 80
Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar	7 05
Icing sugar	7 25
Powdered sugar	7 05
H. P. lumps	7 55
Yellow	6 95
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	6 65
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Christmas trade made a very satisfactory clearance in dried fruits and for the present there will be little activity in these lines. At present apples and oranges are plentiful and cheap. As apple supplies go into consumption there will be a better demand for prunes, apricots, etc. Evaporated applies are up ¼c per lb.

Apples, evaporated, new, 50's	....	0 06¾
Apples, evaporated, new, 25's	....	0 07¼
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 06¾
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		
3 crown loose, 50's	....	....
3 crown, loose, 25's	....	0 08½
Choice, seeded, 1b.	....	0 09¾
Fancy seeded, 1b.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08¼
70 to 80	....	0 08¾
60 to 70	....	0 09½
50 to 60	....	0 09¾
40 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	....	0 15¼
6-crown, 10-lb. boxes, per lb.	....	0 13½
6-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11¾
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05¾
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05¾

BEANS.—Split peas are up 15 cents per sack. This was forecast in our last review. Beans are steady and trade is practically confined to the home product, Austrian hand picked being practically exhausted.

Beans—		
Canadian, hand-picked	....	3 10
3-lb. pickers	....	2 85
California Lima Beans—		
Bag lots	....	0 08¼
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	....	5 75
Whole peas, busbel	....	2 50
Sack, 49's	....	2 83

RICE AND TAPIOCA.—No further changes reported or anticipated.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 04⅝
Siam, per lb.	0 04⅛	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 06
Tapioca, pearl, per lb.	....	0 04⅞

NUTS.—Trade quiet. There has been notable reduction in the price of shelled walnuts.

Nuts—	Per lb.
Brazil new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 22
Marbot walnuts	0 12½
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 41
Shelled walnuts	0 39

WINNIPEG.

FLOUR AND CEREALS.—The recent advance of 50 cents per bbl. in flour was to be expected and a further advance is probable as wheat prices are steadily going up.

Manitoba Wheat Flour—	Per bbl.
Best patents	6 90
Second patents	6 30
Low grades	4 30
Rolled oats, 80's	2 95
Standard oatmeal, 98 lbs.	2 75
Cornmeal, 98's	2 35

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., Jan. 21.—Exceptionally fine wintry weather has characterized the past week in this part of the West, and although business is reported to be light, everyone seems to be busy. Many of the merchants are now engaged in stocktaking. Largely in sympathy with the recent advance in flour, sodas and sweet biscuits have jumped one half cent a pound. Prunes are quoted three-eights of a cent higher. One brand of flour is quoted at $3.65. Fresh eggs remain at 40 cents, while storage stock is selling at 28c.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 33
Butter, dairy, No. 1	....	0 24
Cheese, per lb.	0 17⅞	0 18
Eggs, storage, 8c; new laids	....	0 40
Lard, 3 s, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 40
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 07¼
Flour 98's	....	3 65
Potatoes, N.B., per bush.	....	0 95
Potatoes, Ontario, per bush.	....	0 90
Rolled oats, bail of 80 lbs.	....	3 55
Oysters, per gal.	....	2 50
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	6 94
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Coboes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	5 00	5 90
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08⅝

ALBERTA MARKETS.

By Wire.

Edmonton, Jan. 21.—Beans are firmer; rolled oats higher. Cheese market is advancing. Flour also is advancing sharply. Rice is cheaper to-day than in many years, and quality of new crop is good. Sugar reports from New York a stiffening, but it is not felt here. Tea is firm in view of talk of war tax. Lard is easier. Ontario beans are lower at $2.90 to $3.10. Potatoes are now 65c bushel. Rolled oats twenties seventy-eight, bail three-fifty. Rolled oats are up. Rice shows decline from $4 to $3.55. Lemons are now $5 case.

Produce and Provisions—		
Cheese, per lb.	0 17¾	0 18¼
Butter, creamery, per lb.	0 32	0 34
Butter, dairy, No. 1, 28c; No. 2	....	0 23
Lard, pure, 3's, per case	....	7 25
Lard, pure, 5's, per case	....	7 18
Lard pure, 10's, per case	....	7 10
Lard, pure, 20's, each	....	2 33
General—		
Beans, Ontario, per bushel	2 90	3 10
Beans, Japan, per bush.	....	3 25
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 50's	0 08¾	0 09¼
Potatoes, per bush.	....	0 65
Rolled oats, 20's	....	0 78
Rolled oats, bail	....	3 50
Flour, 98s, $3.80-$3.90; rolled oats, 80's	....	3 10
Rice, per cwt.	....	3 55
Sugar, standard gran., per cwt.	7 15	7 25
Sugar, yellow, per cwt.	....	6 50
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	5 00

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Jan. 21.—The uncertain condition of flour market is feature of the week. Ontario is up another 25c, and Manitoba is likely to follow. Dealers are expecting higher quotings, as market is reported strong. Ontario is now $7.60. There is little else of interest. Corned beef is easier at $2.75 to $2.80. Buying is active in teas owing to the talk of a war tax. Though New York sugar market is stronger, sugar is unchanged locally. Market is fairly steady. Business in general is quite encouraging. Dealers report orders are again coming in well, with travelers busy through province. Collections are unimproved.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	25 75	27 00
Beef, corned, 1 lb.	2 75	2 80
Pork, American clear, per bbl.	25 00	27 75
Pork, domestic, per bbl.	27 00	27 50
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10¾
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 80
Flour, Manitoba, per bbl.	....	8 25
Flour, Ontario	....	7 60
Rolled oats, per bbl.	....	7 25
Oatmeal, standard, per bbl.	....	7 75
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	6 45	6 55
United Empire	6 35	6 45
Bright yellow	6 25	6 75
No. 1 yellow	5 95	6 05
Paris lumps	7 25	7 50
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 36	0 38
Currants, per lb.	0 08	0 08¼
Rice per cwt.	4 50	5 00

WILL CANADA HAVE TO IMPORT WHEAT?

(The Trade Bulletin, Montreal.)

"Will Canada have to import wheat?" was the question asked on the Corn Exchange on Tuesday last. Some ridiculed the idea, whilst others contended that sufficient wheat had already been sold for export, but not yet shipped out, to raise the question as to whether enough wheat would be left in the country for home consumption. Some millers, it is said, have become alarmed over the heavy export sales of wheat that have recently been made at such rapid and phenomenal advances in values, especially those who are still to go into the market for the requirements of their mills, never dreaming that prices would tower up to their present high and maybe dangerous levels in such a comparatively short time. Trade is passing through a war epoch in ancient, medieval or modern times; and before this dire struggle between the foremost nations on the earth is ended other abnormal changes in the business world will, no doubt, be recorded.

THE FIRST CUSTOMER.

If there is one customer that comes into your store that requires more careful attention than any other it is the first-timer. At all times there should be courtesy and prompt attention, but there are little things which the old customer who is well acquainted with the store and the staff will overlook which will make a strong and unfavorable impression upon the man or woman who comes into the store for the first time. They are susceptible to the slightest influence.

Perhaps the stranger may look like an out-of-date farmer, who may be seeking credit until the harvest, perhaps he is a new representative from a wholesale house or manufacturer, perhaps he is a passerby who wants to use the phone or spends a few cents and does not come near the store again—but if he comes to your store for the first time give him the best of your service.

Occasionally it will be found that the smile of welcome is wasted on desert air—that is an element of chance in salesmanship—but if a store is to enlarge its circle of trade one of the most important influences will be the first impression of the prospective customer.

Fruit and Vegetables

Navels Are Down: Sharp Advance in Celery

California Navels Slump Further in Montreal, But Not in Toronto —Spies Up in Latter City—Leaf Lettuce Scarce —Parsnips Advance in Montreal.

MONTREAL.

FRUIT.—Oranges will be worth watching for the next week or two. The price of navels is down, but a war tax is as likely to be put on oranges as anything. Oranges have been taxed before; so have lemons. The price of both these fruits is reasonable just now. The former tax on oranges was 25c a box, which is considerable. Valencias remain high in price, and inclined to be scarce. Apples continue strong, and good sales are being made. The best demand in this province is probably for Spys, and $6 is being asked for fancy No. 1's. Cranberries are still bringing $6, although there is no scarcity, good supplies being held in storage. Lemons are slow at the same quotations. There are lots of pears on market, but little demand.

Apples—		
Baldwins, No. 1, bbl.	....	3 50
Spys, No. 1, bbl.	....	4 00
Russets, No. 1, bbl.	....	4 00
Greenings, No. 1, bbl.	....	3 75
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 50
Cranberries, bbl.	....	6 00
Grapefruits, Jamaica, case	2 00	3 00
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	1 25	1 50
Lemons—		
Messina Verdelli extra fancy, 300 size	2 25	2 75
Malaga, 420 size	....	5 00
Oranges—		
Cal. Navel, 150-176-200-216-250-288	3 15	3 25
Cal., 96-126 size box	....	2 50
Florida, 176-200-216	....	2 75
Florida 126-150	....	2 50
Mexican, 126-150-176-200-216-250	....	2 75
Valencias, 714 size, large cases	....	5 50
Pineapples, case	3 25	3 50

VEGETABLES.—Parsnips started to advance last Friday, and reached 90c a bag. An advance usually takes place about this time of the year, when supplies are a little scarce. Turnips and carrots remain the same—75c per bag, or possibly a little cheaper. Canadian Brussels sprouts are bringing 15c per quart, and are not plentiful or in big demand; Americans are worth 22c quart. California cauliflowers are slightly cheaper, from $3.75 to $4 being asked for crates of two dozen. Cucumbers are also a little cheaper, the demand in the States being not so good; quotations are 1.50-2.00, depending on the size. A sharp advance took place in celery last Friday from 5.00 to 6.00. Red onions are slightly dearer. For a long time 100-lb. bags have sold for 2.00; they are now 2.25. Spanish onions remain about the same. Green Mountain potatoes are quoted 70 to 75c, and Montreal potatoes 65c. Spinach is slightly dearer $3.25. A feature of the vegetable market this week is a decline in hot-house tomatoes owing to the arrival of Floridas. They declined from 30c to 25c per lb. Floridas are offered in crates at $4.00 to $5.00. and are outside grown. Mushrooms are bringing 2.00 for 4-lb. baskets.

Artichokes, bag	....	1 25
Beets, bag	....	0 75
Brussell Sprouts, quart	....	0 15
Cabbage, per bbl.	....	1 25
Carrots, bag	0 50	0 75
Cauliflowers, 2 doz.	3 75	4 00
Cucumbers, fancy, doz.	1 50	2 00
Celery, crate	....	6 00
Leeks, bunch	....	0 20
Lettuce, head, per box	1 75	1 90
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	....	3 75
Spanish, per ½ case	....	2 25
Red, 100-lb. bags	....	2 25
Parsnips, bag	....	0 90
Parsley, doz. bunches	....	0 60
Peppers, green, 3½-qt. basket	....	0 75
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	2 50
Spinach, American, in bbls.	....	3 00
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	....	0 25
Tomatoes, Florida, crate	4 00	5 00
Watercress, doz.	....	1 35

TORONTO.

FRUIT.—Apples are still firm and the Spies are up to $3.00 to $4.00. There is a big demand and stocks are none too heavy. Cranberries are slightly easier, bottom price being $6.50 instead of $6.75. Late Valencia Californias are now quite off the market. Navels have firmed after the drops of the last three or four weeks and we quote $2 to $2.50. Messina lemons are down 25c, and Californias right down to $2.75 to $3.00. This decline is said to be in sympathy with the slump in Messinas. Pineapples find a very good demand at ruling prices. There is the steady call for grape fruit that has been the rule for the last two months. Grape fruit is finding a distinct market here. Trade generally is quiet. Buying continues to be hand to mouth in character, and at that, retailers' requirements appear to be small.

Apples—		
Wagners	....	2 75
Greenings	2 25	2 75
Kings	2 25	3 25
Baldwins	2 50	2 75
Spies	3 00	4 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 50	7 00
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 50	7 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California, late Valencias	4 00	4 50
California navels	2 00	2 50
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	2 75	3 00
Grape fruit	2 50	2 75

VEGETABLES.—The whole market is unusually slow this week. The continuance of near-spring weather instead of the return of the cold snap that was hoped for has kept some trade away. Leaf lettuce continues to be scarce: for what there is there is a big demand. Celery is in good demand and is up twenty-five cents. We quote $4.50 to $4.75 for it this week. Cauliflower is easier though there is a good running demand. It is worth $3.25 to $3.50. Potatoes are easier, particularly in Ontarios. Delawares get the big call. They are worth 75c to 80c, which is down a trifle from last week. Cucumbers from Boston are a good seller. Brussels sprouts from the other side are worth 22c to 23c a quart. Canadians are off the market now, but Americans find a ready sale. It is expected that things generally will pick up next week. Stocks appear to be light and demand will come.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 50	0 60
California cauliflower	3 25	3 50
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	1 75	2 00
Medium pickling sizes	0 35	0 75

(Continued on page 45.)

Fish and Oysters

Oysters Moving Well: Mackerel in Demand

Over-the-Counter Demand for Oysters—Cod and Haddock Moving in Toronto—Salmon at Attractive Prices in Montreal—Manitoba Whitefish Popular.

MONTREAL.

FISH AND OYSTERS.—Exceptionally mild weather prevails for the time of the year, and fish business as a result is comparatively quiet. If colder weather were to set in, dealers would buy bigger supplies, but under present conditions are inclined to wait. The roads being soft, there is little circulation in the country. It interrupts all kinds of trade. Mention was made of a possible decline in frozen halibut and salmon last week: there is a feeling now that prices should hold at present level on halibut due to the poor fishing of the past few weeks. In fact, little fresh halibut is available to-day, and our neighbors will absorb large quantities of frozen, which will relieve the situation here. Plenty of salmon is available, and prices are low. No frozen herrings are in yet from Newfoundland, and prospects are for higher prices. Quotations are from 2.25 to 2.40. Fishing off eastern Nova Scotia is practically done because the fish have left the grounds. Stocks of all other kinds of fish are sufficient for immediate requirements.

TORONTO.

FISH AND OYSTERS.—The boom in oysters continues and again the over-the-counter trade is a feature. One retailer put a barrel of shell oysters in his window one Saturday morning, and at night they were all gone. Hotel trade is reported very good. It should be for the next five or six weeks. Cod and haddock are moving well. Mackerel is in from the east and finds ready sale at 12 and 13 cents a pound. It looks to be good stuff, too. Manitoba whitefish is a very popular line just now, while steelhead salmon from British Columbia at 15c is attracting a good demand. There is little fresh fish of any sort around now, although people who will bid for it can always procure fresh stuff—but they have to pay, and in most cases it is no better than the frozen lines. Trade generally is enough to keep dealers warm in this cold weather, and that is all. It's a good thing that Lent is somewhere in the offing.

SMOKED FISH.	Montreal	Toronto
Haddies, per lb.	.07½	.08-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07	.08-.10
Haddies, fillets, per lb.	10	.11-.12
Haddies, Niohe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.50	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.13-.11	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.04½-.05	.07-.08
Steak codfish, per lb.	.05½-.06	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.12	.16-.20
Herrings, per 100 count	2 25	....

DRIED AND PREPARED FISH.		
Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.		
Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.		
Cape Cod shell oysters, per bbl.	8 00	....
Malpeque shell oysters, selected J.A.P., per bbl.	9 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	8 00
Live lobsters, medium and large, lb.	0 26	0 40
Live lobsters, medium and large, lb.	0 26	....
Boiled lobsters, medium and large, lb.	0 28	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06½	0 08—0 09

FROZEN—LAKE AND RIVER.		
White fish, large, per lb.	.10	.10
White fish, small tullibees, per lb.	.06¼-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.08½-.09	.09-.10
Pike, dressed and headless, lb.	.06-.06¼	.07
Pike, round, per lb.	.05½-.06	.07-.06
Tom cods, new, per bbl.	2 25	....

PICKLED FISH.		
Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—Prices are steady with a normal demand and market well supplied.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tullibees	....	0 04
Fresh mulletts	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 18
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 00
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

At the last regular meeting of the Grocers' Section of the Retail Merchants' Association, Regina, Sask., an address was given by S. C. Burton, general manager of the Cameron and Heap Company. Mr. Burton dealt with the present system for the distribution of commodities, and went into the whole question of the high cost of living. He was inclined to the opinion that it was rather the cost of high and luxurious living with the service demanded which was making people complain in this respect. The principal factors which made for success in the retail grocery business, the speaker declared, were business ability and industry, applied experience, and capital.

Produce and Provisions

New Laid Eggs are Lower: Butter is Firmer

Firm Butter Market in Montreal and Toronto—Talk of Exports for Britain — Strong Position of Cheese Market — New Laids Down; Should Be Lower—Poultry in Good Demand.

MONTREAL.

PROVISIONS.—Business in smoked and cured meats is not so bad as might be expected. The market is not weak by any means, but there is a disposition to sell rather than turn down a price which is slightly under market. Business requires to be pushed, and there is no inclination to refuse business if daylight can be seen at all. This remark applies to both provisions and dairy produce. An advance took place on compound lard of ¼c early this week bringing the price for tierces up to 9¾c. Cotton seed oil is quoted at 9c, and the market is firm. It is hard to say what will happen from now on, as this market is inclined to be jumpy, but there has been a marked strengthening for the past three weeks. Abattoir killed dressed hogs are quoted as high as $11.50 to $12, although $11.50 is nearer market price.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 24
Boneless	....	23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 28
Shoulders, boiled	....	0 25
Shoulders, roasted	....	8 25
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	27 00
Heavy short cut clear	....	27 00
Clear fat pork	....	29 00
Clear pork	....	26 60
Lard, Pure—		
Tierces, 350 lbs., net	....	0 12
Tubs, 50 lbs. net	....	0 12¾
Boxes, 50 lbs. net	....	0 12¼
Pails, wood, 20 lbs., gross	....	0 12½
Pails, tin, 20 lbs. gross	....	0 12
Cases, 10-lb. tins, 60 in case	....	0 12¾
Cases, 3 and 5-lb tins, 60 in case	....	0 13
Bricks, 1 lb., eacn	....	0 13¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09½
Tubs, 50 lbs., net	....	0 10
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	0 10¼
Pails, tin, 20 lbs., gross	....	0 10¼
Cases, 10-lb. tins, 60 in case	....	0 11
Cases, 3 and 5-lb. tins, 60 in case	....	0 11
Bricks, 1 lb., each	....	0 12
Hogs—		
Dressed, abattoir killed	11 25	11 50

BUTTER.—Market is firm. Stocks are much smaller than they were this time last year, and receipts of fresh butter are practically nil. Little dairy butter is coming this way. Inquiries continue to come in from outside points, which help to hold market up against influences which would otherwise bring it down. Quotations for finest creamery are as high as 32-33c, but no difficulty should be experienced in securing supplies at 31c. A good price for dairy butter is 26c. Local trade is quiet.

Butter—		
Finest creamery	0 31	0 32
Dairy butter	0 26	0 27

CHEESE.—Supplies available on spot have been pretty well cleaned up, and the market remains firm. Considerable quantities have been exported, and prices on cables have advanced ½c. Exporters report that their stocks are getting exceedingly small. Receipts here show an increase over the previous week. Old specials are quoted at 19c to 19½c, which is slightly higher.

Cheese—		
New make	0 16	0 17
Old specials per lb.	0 19	0 19½
Stilton	0 18	0 19

EGGS.—An easier feeling is noticed in market for strictly new laids owing to more liberal supplies coming forward. New laids are costing wholesalers 35c; after adding express and profit, they are able to offer them at 40c, which is 5c lower than a week ago. Fresh eggs in cartons are offered at 34c. While the market is firm on storage eggs, it is difficult to say where it really is owing to disposition to sell.

Eggs, case lots—		
New laids	....	0 40
Selects	....	0 32
No. 1s	....	0 28
Splits	....	0 20

POULTRY.—While business has dropped to a low ebb, yet prices are holding up remarkably. Fancy turkeys show firmness, and are costing the grocer a cent more, to-day's quotations being 23c. Receipts are so small, this price can be secured easily. Frozen turkeys are bringing 20 to 21c. Few live chickens are being offered. Milk-fed chickens are bringing 20 to 22c. Poorer stocks are selling as low as 13c. Fresh dressed ducks are worth 16c, and frozen geese 15c. Pigeons are selling for 30-35c pair, squab pigeons 40-50c; fresh ducklings 16-18c., and rabbits, which are not plentiful, 35c pair.

Fresh Stock—	**Live.**	**Dressed.**
Fowl	10—12	12—16
Spring chicken	9—10	12—16
Fancy, crate-fed chickens, 5 lbs.	12—14	18—20
Turkeys, fancy	15—16	22—23
Ducks	12—15	14—15
Geese	13—14	14—15
Pigeons, pair	0 30	0 35
Squab pigeons, pair	0 40	0 50
Rabbits, pair	....	0 35

TORONTO.

PROVISIONS.—There is a general good export demand in small light-weight stuff, and that has firmed prices while not actually advancing them. Hogs are easier at existing prices. They may go lower. Lard is firm at existing prices. Stocks in hands of retailers are said to be light.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 15	0 15½
Large, per lb.	0 15	0 15½
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17½	0 18
Roll, per lb.	0 14	0 14½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	28 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—Prices are a good deal firmer this week, largely owing to the suggestion that Britain will become a buyer, and whereas there was a marked

tendency to sell last week, dealers are inclined to hold. If the British demand materializes we shall see an advance of two or three cents on creamery. The effect of the rumor has reacted towards a general firming this week. Only the poorer quality stuff is going at low prices. The make is light in creamery. Dairy is more plentiful this week but demand is good. Stocks all round are inclined to be low.

Butter—		
Creamery prints, fresh made	0 33	0 34
Separator prints	0 27	0 31
Dairy prints, choice	0 26	0 29
Dairy, solids	0 21	0 25
Bakers	0 18	0 20

CHEESE.—The light stocks held here taken in conjunction with a good export demand provide a firm market. Holders—and they are many—do not seem inclined to consider any and every offer. Shipments to Britain last week were considerably heavier than during the corresponding week last year.

Cheese—		
Old, large	0 18	0 18¼
Old, twins	0 18	0 18¾
New, large	0 17	0 17¼
New, twins	0 17¼	0 17½

EGGS.—Noteworthy reduction in new laids this week is the feature. The supply is better. They are coming in much more freely, largely owing to the milder weather and may be had for 35 to 37 cents. The fact is they have got to get closer to the price of storage eggs. Three or four cents is enough difference. Export in storage is quiet, though stocks are not large. American stocks are even lower than Canadian, however. On new laids the country storekeeper should get his buying price lower still on new laids. Twenty-five to twenty-seven cents is higher. If he pays more he gets beaten when he tries to sell in town because town men can buy direct for 32c. The country store-keeper usually loses in spring and the way to avoid this is to force a lower buying price from the farmer.

Eggs, case lots—	**Per dozen.**	
Strictly new laid in cartons	0 35	0 37
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—All kinds are coming in more freely now. Turkey and geese find a good demand for such as are shipped. Supply is of course a seasonable one, proportionately. It is not over high. Chicken finds a ready sale at 12 to 16c for dressed. Supplies are good; so is demand.

Fresh Stock—	**Live.**	**Dressed**
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 18—0 20
Turkeys, fancy	....—....	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 17
Ducks	0 12—0 13	0 12—0 15
Geese	0 12—0 13	0 15—0 16

WINNIPEG.

PRODUCE AND PROVISIONS. — Business in cured meats is steady with signs of improvement. Butter and cheese are firm with a probability of advances in the near future. Very few eggs are coming in from country points and present prices will not hold unless supplies increase.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32½
Cases, 6s	....	7 12½
Cases, 3s	....	7 20
Butter—		
Creamery, Manitoba	0 32	0 33
Dairy	....	0 25
Cooking	0 20	0 22
Cheese—		
New, large	....	0 17¼
New, twins	....	0 17¾
Eggs—		
Extra firsts	....	0 28
Checks	0 17	0 18
Extra, in cartons	....	0 30
Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

FRUIT AND VEGETABLE MARKETS

(Continued from page 42.)

Crate	4 00	4 50
Celery, California, case	4 50	4 75
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	4 00	....
Can., 75-lb. bags	....	1 35
Green peppers, basket	....	0 75
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25

WINNIPEG.

FRUITS AND VEGETABLES. — Trade is fair, oranges, apples and grape fruit are decidedly cheap. Lists below cover all lines on sale here.

Apples—		
Washington	....	1 25
Apples, bbls.	3 00	5 00
B. C. box apples	....	1 50
Cranberries, case	....	3 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	7 00
Grape fruit	....	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	3 00	3 50
VEGETABLES.		
Celery, California	....	5 00
Cabbages, per lb.	....	0 01¼
Cauliflower, per doz.	....	2 00
Head lettuce, California, per doz.	....	1 00
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 25
Valencia, per case	4 50	5 00
Parsley, per doz. bunches	....	0 40
Sweet Potatoes, per lb.	....	0 06
Tomatoes, California, per case	....	3 00
Honey, comb, per case (24 sections)	....	5 50

MONTREAL PRODUCE ASSOCIATION.

At the annual meeting of the Montreal Produce Merchants' Association of the Board of Trade the following officers were elected by acclamation:—President, George Hodge; vice-president, A. Dalrymple; treasurer, E. Hodgson; executive committee—R. E. Graham, Albert Ayer, F. A. Dorion and Thos. Hodge; arbitration committee—R. A. Gray, R. M. Ballantyne, John Wilson, E. Denning and W. H. A. Olive. The president, Mr. Hodge, was chosen as the association's nominee for election to the council of the Board of Trade, and the following were appointed members of the Transportation Committee—A. J. Ayer, Jas. Alexander, R. M. Ballantyne, A. H. Dalrymple and Thos. G. Hodge.

ALARM OVER RISING WHEAT MARKET.

A Chicago despatch says that two-dollar wheat will mean that Americans will eat corn. A national agitation to induce Congress to place an embargo on the export of wheat and flour as well as on arms and ammunition will be introduced at the next meeting of the Chicago Retail Grocers' and Butchers' Association. S. Westerfield, chairman of the trades relations committee of the National Association of Retailers, planned to begin in this manner a determined fight against the high cost of flour and incidentally home-baked bread.

Leaders on 'Change predicted that in in some instances if the price of wheat went much higher there would be a general turning to corn in place of wheat bread both in this country and in Europe. Other dealers declared that bakers' complaints were unwarranted—that a barrel of flour costing $7 would make 275 loaves of bread, which the retailer sold for $13.75 at five cents a loaf.

Grocers' Letter Box

Editor Canadian Grocer.—Will you please inform me where I can get clothes pins and other lines of wooden ware? J. O. M.

Jan. 15th, 1915.

Drummondville, Que.

Editorial Note.—The Wm. Cane & Sons, Limited, Newmarket, Ont., are manufacturers of these goods.

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Editor Canadian Grocer. — Kindly furnish me with the names of firms who manufacture tin cans suitable for holding tea and coffee. G. V. H.

Calgary, Alta.

Editorial Note.—Sanitary Can Co., Niagara Falls, Ont.; The Thos. Davidson Mfg. Co., Montreal; National Metal Ware Co., Hamilton, Ont.; Soren Bros., Toronto; American Can Co., Hamilton, Ont., are manufacturers of these goods.

BETTER LATE THAN NEVER.

A Winnipeg man writes—"Please find enclosed M.O. for $2.25 for Canadian Grocer. Kindly credit my subscription from Jan. 1st, 1915, to Dec. 31st. I have been out of work and found it hard to pay anything, but glad to say I am working now and I don't want to be without your valuable paper; sorry it's late."

Flour and Cereals

Ontario Flour Higher: Rolled Oats Advance

Manitoba Flour Firm—Ontario Winter Wheat Flour Higher in Toronto—Big Export Demand for Ontario Wheat—Rolled Oats Advanced in Toronto—All Markets Firm.

MONTREAL.

FLOUR.—Temporary weakness in wheat market both at Chicago and Winnipeg, was reflected in flour early this week. While quotations remained same, there were millers in the market offering first patents from 7.15 up. They were concerns who had the stock here, and were anxious to get the business. However, since the sensational advance of two weeks, millers have had little to complain about as regards volume of business done. The mild weather is having an effect on trade in general. The fall of snow will stimulate business. Wheat is too on the up grade again. It is freely predicted that higher prices are likely for flour. The only thing that would really affect the situation would be the opening of the Dardanelles by the allied fleet. This would allow Russian wheat to escape, and would ease the general situation. There is little change in the winter wheat situation, but the market is strong, and there may be higher prices. There has been quite a demand for it since the end of December and during January, but it is difficult to secure supplies. Millers have become very independent since the rise, declaring they cannot get the wheat.

Manitoba Wheat Flour—	Per bbl.
First patents	7 40
Second patents	6 90
Strong bakers'	6 70

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 50	6 70
90 per cent. in wood	6 00	6 25
90 per cent. in bags	2 85	3 10
Straight roller	6 00	6 25
Blended flour	5 85	6 25

CEREALS.—A curious situation exists in the rolled oat market. It was stated in last week's issue that an advance of 20c took place in rolled oats in Toronto. No advance occurred here, whereas it was difficult to secure 3.00 in Montreal, yet a sale of a thousand bags was made in Ottawa at 3.15. Quotations here went as low as 2.90, and these figures secured what business was going. Early this week, quotations were advanced. Some firms asked 3.15, while many remained at $3. So that it is difficult to state a price for rolled oats. Both hominy and corn flour advanced 5c during the last few days.

Cornmeal—	Per 96-lb. sack.	
Gold dust	2 20	2 25
Unbolted	2 05	2 15
Rolled Oats—	90's in jute.	
Small lots	3 25	....
25 bags or more	3 07½	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—There is a fairly good demand for all by-products and feeds. Prices are maintained at the advanees noted a week ago.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	32 00
Wheat moulee	35 00
Feed flour, bag	2 45
Mixed chop, ton	39 00
Crushed oats, ton	41 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	41 00
Barley chop, ton	36 00
Feed oats, cleaned, Manitoba, bush..	0 68

TORONTO.

FLOUR.—The upward movement begun two to three weeks ago continues and the signs are that it will continue for some time. Manitoba shows no actual advanee this week, though the market is firmer again. Ontario winter wheat flour shows another advance, however, which is nominally 20 cents. Most millers have aetually raised their prices even more. 30 or 40c in most eases. The position of Ontario flour is somewhat different to that of Manitoba. The farmers in Manitoba depend on wheat more or less altogether. The Ontario farmer has mixed farming, and by reason of having more than one string to his bow he is not compelled to sell. There is distinct tendeney towards holding at present, and the farmer knows that he ean make his financial harvest at times like these. The miller, of eourse, adjusts his business acordingly. There is more business in winter wheat flour just now than the millers care to take. The strength of the Ontario winter wheat flour market is in the export of the wheat—not the flour. This is heavy as daily market reports show. Winter wheat is going on basis of $1.35 f.o.b. shipping points, and the demand shows no sign of letting up.

The relative advances in flour and wheat this last three weeks are interesting. Wheat has been climbing all the time: a drop of two points now and then has only been the step backward to take a bigger step forwards. In three weeks blended flour is up $1.00. In the same period wheat is up $1.12 a barrel. So that flour so far has not increased in proportion.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	7 50	7 30
Second patent	7 00	6 80
Strong bakers	6 80	6 60

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	6 80	6 60
90 per cent.	6 60	6 40
Straight roller	6 40	6 20
Blended flour	7 20	7 00

CEREALS.—The market all round continues firm and this is particularly true of rolled oats. Here a strong export demand is the big factor and the market is now aetually higher than at any time since the opening at Winnipeg. One cereal man gave it as his opinion that this may be the strongest market in Canada within the next four weeks, and that prices will undoubtedly go higher.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 57½	3 77½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—Market is firm all round, and bran in particular is moving well.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 50	0 51
No. 3, C.W., bay ports	....	0 60

MORE BUSINESS THAN USUAL

in

TILLSON'S OATS

The new advertising campaign is now being launched

TILLSON'S

A Food—
not a Fad

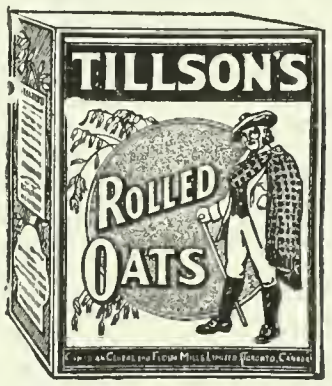
That's My Boy!
Every parent looks with joy at their children as they romp and play; their rosy cheeks speak their robust health. Start your boy out each morning ready to face the fight. Give him a liberal dish of those energy-building, heat-producing
TILLSON'S OATS
TILLSON'S
ROLLED OATS
Friday Night is Gift Night
If you present a package when our agent calls, YOU WIN A DOLLAR. Watch for our canvassers.
RAINBOW FLOUR MAKES GOOD BREAD
Canadian Cereal and Flour Mills, Ltd.

The popular
Canadian
Breakfast
Cereal

Now is the time to push **Tillson's Rolled Oats**

We have inaugurated one of the most direct co-operative advertising campaigns that has ever been carried out in the grocery trade. The effects of our campaign will extend sooner or later from coast to coast of the Dominion—putting vim and vigor into the sales of the well-known Tillson's Rolled Oats.

Our plans embody a house-to-house canvass in all the largest cities and towns in Canada, introducing and actually selling Tillson's Oats to housewives, placing the order with the wholesaler to be delivered by each woman's grocer, who will receive the immediate profits and future benefit. Every housewife will learn the real merits of these famous oats right in her own home and will become a steady user after trying the first package.



Now is the time to join hands for bigger sales and to create **More Business Than Usual in Canada's Famous Breakfast Cereal—Tillson's Oats.**

CHANGE OF PRICES.

The price to the Retailer is, until further notice, $4.25 a case. Order **NOW** as the price may rise any day. Protect yourself.

NOW 30c A PACKAGE.

Owing to the great advance in cost we have been forced to raise the price to the consumer to 30c a package.

On receipt of postal we will send you our beautiful Tillson's Oats Show-Card and Calendar, free.

Canadian Cereal & Flour Mills, Ltd.
TORONTO, ONT.

Margins and Profits

The margin between cost and selling price does not always represent profit.

Business is simply trying to sell something for more than you paid for it. But good merchandising is something more. The goods must be sold for more than they cost, the goods **must satisfy** the buyer. Repeat orders depend on customer satisfaction and your profits depend on repeat orders.

Suppose the goods don't satisfy your customer and you take back the broken package. Where is your profit?

Perhaps you don't take it back and your customer develops a healthy grouch. You know what that means.

It is important that you sell only goods that satisfy and **thoroughly satisfy.**

Your margin may be smaller but your profit is more secure. You must stand behind the goods you sell—so see that the manufacturer stands behind you.

Sell quality goods only and your store will soon be known as the BEST store in town—customers will flock to you—give them the best goods and they will seek you out. The price doesn't matter, the quality **does.**

The warranty which seals and guarantees every package of White Swan Pure Food Products is your absolute "Surity of Purity". This unswerving allegiance to purity has built up the White Swan business. It will do the same for you—it will bring trade to your store and keep it coming.

Let yourself be convinced with a trial order.

Sold through your jobber or direct.

White Swan Spices & Cereals
Limited
Toronto **Ontario**

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 60
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
0 (10c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1 10	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3 85	3.75
16-oz.	4.96	4.80
2½-lb.	11.60	11.55
3-lb	13 60	13 35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 80
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

It's the Speed and Definiteness with which we place your goods on the Whole Western market—that measures the status of Nicholson & Bain Service. No body of salesmen less complete, less extensive; no connection less thorough, less intimate, could aspire to the RESULTS Nicholson & Bain service is achieving every day.

When Nicholson & Bain accept your product as one of their lines, you KNOW it will "GO" with the Western field—and go extensively—and speedily.

As it is their rigid policy to carry only one line of a certain product, it would be well to write them **to-day** to make sure there is still a vacancy for your product.

Nicholson & Bain

WHOLESALE COMMISSION AGENTS AND MERCHANTS

HEAD OFFICE: WINNIPEG. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver

More Profitable Lines Never Left Your Shelves—

and left them more speedily

The favorite of careful housewives

The value of the Malcolm Lines of Condensed Milk and Coffee rests not so much on the profit of an individual sale, but on the accumulative profit of the larger sales it produces. Malcolm products move from your shelves quickly and continually. To push the Malcolm Line with any degree of vigor means unusual good profits and continued custom. Check over the lines you require and replenish your stock to-day. We deliver in 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

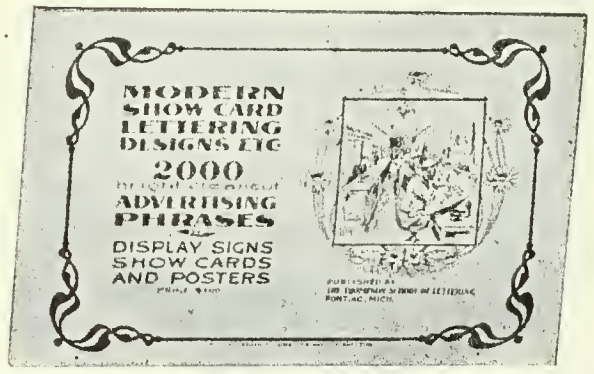
ORDER NOW

The Malcolm Condensing Co., Limited, St. George, Ont.

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



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WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

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The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	37½
1 lb. tins, 2 doz. to case, weight 35 lbs.	

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

"NUGGET"

DRAWS
THE GOOD CLASS
CUSTOMER

THE "NUGGET" POLISH CO., LIMITED
9, 11 and 13 Davenport Road TORONTO, ONT.

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

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HAMILTON

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The only book giving complete and accurate information about all of the great German warriors, statesmen, business men, scholars and all those who figure most prominently in the affairs of that country at the present moment. By a man who has viewed German affairs at close range. Price $1.00, Postpaid.

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TORONTO

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw tid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

SELLS ON SIGHT

If you will make it a point to keep Knox Gelatine well displayed in your store you will soon see the results of our steady advertising in the newspapers, magazines, etc. There is always a steady demand for Knox Gelatine because we are continually suggesting new recipes requiring its use and beeause it is an appropriate dessert in all seasons of the year.

CHARLES B. KNOX CO., JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care.

Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

AN EVERY-DAY SELLER

THE average housewife dusts every day. More and more housewives are using

IOCO
LIQUID GLOSS

to dust with.

A little on the dust cloth stops the dust from flying, and leaves a clean, polished surface.

Ioco Liquid Gloss is being extensively advertised in leading magazines throughout the Dominion. It's a staple product that it will pay you to carry on your shelves and display on your counter.

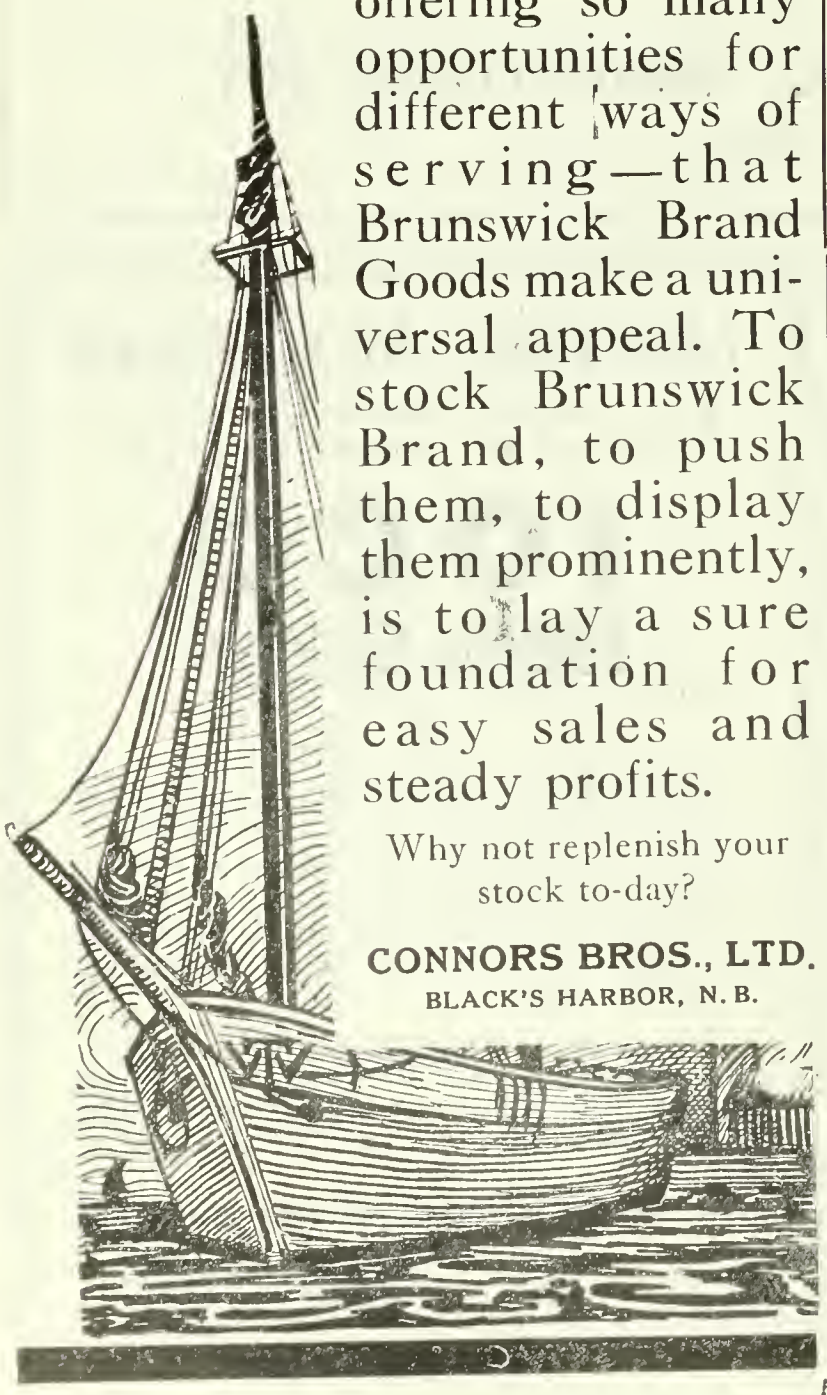
Put up in convenient sizes—half-pint, pint, quart, half-gallon and five-gallon lithographed tins; also in barrels and half-barrels. For prices write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

Brunswick Brand Goods

As nourishing food might easily be featured on the basis of economy, but as a matter of fact Brunswick Brand Goods are their own excuse, appetizing, nourishing, deliciously pleasing to all, offering so many opportunities for different ways of serving—that Brunswick Brand Goods make a universal appeal. To stock Brunswick Brand, to push them, to display them prominently, is to lay a sure foundation for easy sales and steady profits.



Why not replenish your stock to-day?

CONNORS BROS., LTD.
BLACK'S HARBOR, N. B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA
In boxes only.

Packed as follows:	
5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.
A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 30
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sance—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases
All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s. ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UPTON'S

ORANGE MARMALADE

1915 pack now ready.

Order early.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

Fresh Arrivals

California Celery

"Golden Orange" Brand Navels

HOT HOUSE TOMATOES
AND CUCUMBERS

CURED FISH—ALL VARIETIES

GRAPE-FRUIT TANGERINES

ONIONS—SPANISH AND
DOMESTIC

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg.	- -	$4.50
" 2	"	4	"	- -	4.00
" 3	"	4	"	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE

THE MERITOL CHEMICAL CO.

725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality

Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

Have you tried

ROMAN MEAL?

The new food with a new Record. If not, order a supply from your wholesale grocer today, or write us regarding demonstrations.

FEARMAN BROS., - - 66 YORK ST., HAMILTON, ONT.

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

WAREHOUSING

Security Storage Company, Ltd.

98-100 Lombard Street, Toronto

BONDED AND FREE STORAGE

Low insurance rate.

Cartage and Warehousing, General Forwarding

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

The W. T. Ott Co., Inc.

Toronto

Clicquot Club Beverages

Priscilla Prepared Flours

Bass Islands Grape Juice

Snow-Mellow 55-J

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS A R E WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

AGENCIES WANTED

WANTED FOR THE CITY OF TORONTO two good agencies, staple grocery lines preferred. Best of references and connections. Box 71, Canadian Grocer, Toronto.

FOR SALE

FOR SALE — BUSINESS OR BLOCK — grocery business established over four years; best location in Vancouver, B.C.; butcher in connection; on three-year lease; a large, commodious dwelling above; must be cash; reason for selling, retiring from business. Box 70, Canadian Grocer, Toronto.

McCASKEY ACCOUNT REGISTER—GOOD AS new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUBLISHING CO.
143-153 University Ave., Toronto

Public Notice of Sale

Under and by virtue of Section 88 of the Bank Act and in pursuance of security Dated 23rd Day of MARCH, 1914, given by JOHNSTON BROTHERS, of the Village of JARVIS, County of HALDIMAND, Pickle Manufacturers, to the UNION BANK OF CANADA, there will be offered for sale by PUBLIC AUCTION, in the said

VILLAGE OF JARVIS,

At the Factory of said JOHNSTON BROTHERS, at the hour of 2 O'CLOCK, in the afternoon of the

28TH DAY OF JANUARY, 1915,

the STOCK and TRADE of the said JOHNSTON BROTHERS in their factory at Jarvis, consisting of: 22¾ tons of Cucumbers in Brine; 1¼ tons of Green Tomatoes in Brine; 18¾ tons of Cauliflower in Brine; 1¼ tons Onions in Brine; 110 gals. Cut Cucumbers in Brine; 60 gals. Pickled Onions; 45 gals. Indian Relish; 16 one-gal. Pails of Pickles; 2 three-gal. Pails Pickles; 2 five-gal. Pails Pickles; 12 cases of 24 bottles each of Pickles; 22 cases of 36 bottles each of Pickles; 50 gals. Mustard, barrelled; 10 bus. Cut Cauliflower; 1 ton Mincemeat; 1,500 gals. Cider Vinegar; 270 gals. White Wine Vinegar; 1 ton Raw Sugar; 1 bbl. Preservaline; 1 bbl. White Paste; 150 lbs. Mustard Seed; 15 empty Mincemeat Pails; 23 one-gal. Pickle Pails, empty; 4 two-gal. Pickle Pails, empty; 14 three-gal. Pickle Pails, empty; 10 five-gal. Pickle Pails, empty; 23 ten-gal. Pickle Pails, empty; 86 Pickle Boxes; 300 Mustard Dressing Bottles, empty; 45 gals. Gloss Oil; 50 lbs. Red Chillies; 60 lbs. Mixed Spice. At same time and place will be offered for sale the appliances and appointments of said factory, consisting of 220 empty barrels (cider) and 11 vats (large).

TERMS:—The property will be sold partly by piece and partly by bulk. Credit of FOUR MONTHS will be given on furnishing Acceptable Joints Notes. A Discount of SEVEN per centum per Annum will be allowed for Cash.

Dated at Jarvis this 11th day of January, 1915.

MURPHY & COLTER,
Solicitors.

MILLER & MILLER,
Auctioneers.

Union Bank of Canada,
L. B. AVERY, Manager.

MAPLEINE

is welcomed by confectioners everywhere — indispensable as Maple coloring and flavoring for caramel candies, ices, etc. Won't cook out or freeze. Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE POLISH

WELLINGTON

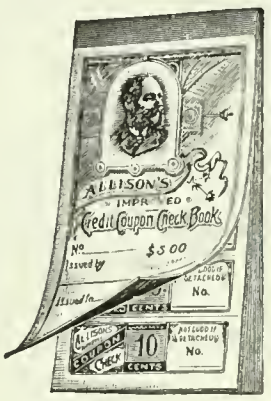
JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

WINDSOR SALT

You want to sell what your customers want to buy.

You know that practically every one of your good customers wants Windsor Salt—which is a good reason for your handling it, isn't it?

MADE IN CANADA

Competition

has only served to make **"Paterson's"** Worcestershire Sauce all the more popular.

There are no substitutes—no imitations to equal the piquancy and appetizing qualities of "Paterson's".

Stock and display now.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

"SHELL" BRAND

("LA COQUILLE")

Genuine Imported French Castile Soap

The Standard of Purity
A Pure Oil Soap

Has the largest sale of any Castile Soap in the Dominion

For sale by all wholesale houses

THIS SOAP IS ESPECIALLY MANUFACTURED BY

Messrs. COURET FRERES, MARSEILLES, FRANCE

For Messrs. ESTRINE & CO.

P. L. MASON & CO., Toronto, General Agents

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

When quality is desired buy

"St. Nicholas"

The

B. L. O. E.

J. J. McCABE
Agent
Toronto

We Can Supplant German and Austrian Woodenware Specialties

if we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.
F. M. Baker, 27½ Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St., Ottawa,
W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.

Say You Saw It
in
Canadian Grocer

7 20 4

Going Ahead

The 7-20-4 Cigar is "going ahead." This we know by the repeat orders coming in from all over the Dominion.

Why not get your share of the trade? Let us send you a trial order.

Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.

There is an extra profit for you here

Every line mentioned in this advertisement is of the highest quality, and as our stock must be reduced before Inventory, we have knocked a little off regular prices just to make a quick removal. Have you studied our list?

If not, do it to-day!

JAMS, JELLIES, MARMALADE

CROSSE & BLACKWELL'S

Black Currant Jam	48/1s glass	Red Currant Jelly	48/1s
Red Currant Jam	48/1s glass	Black Currant Jelly	48/1s
Peaches, Jam	48/1s glass	Calf Foot Jelly	48/1s
Plums, Jam	48/1s glass		

Orange Marmalade ..... 48/1s glass
Orange Marmalade ..... 144/1s glass (Barrels)
Orange Marmalade ..... 36/4s tin
Orange Marmalade ..... 36/7s tin

CAIRN'S

Strawberry Jam	24/1s glass, 12/5s tin	Black Currant Jelly	24/1s
Raspberry Jam	24/1s glass, 12/5s tin	Red Currant Jelly	24/1s
Black Currant Jam	24/1s glass, 12/5s tin	Calf Foot Jelly	24/1s

Orange Marmalade....24/2s Stone

MILLER'S

Strawberry Jam	48/1s and 24/2s	Greengage Jam	24/2s
Raspberry Jam	48/1s and 24/2s	Apricots, Jam	48/1s
Black Currant Jam	48/1s and 24/2s	Plums, Jam	48/1s

CANADIAN JAMS

Aylmer's, Upton's, E. D. Smith's, Banner, Lindner's and W. H. Dunn's.

Complete assortment including:

Strawberry, Raspberry, Black Currant, Red Currant, Peaches, Plums, Greengage, Cherries, Crab Apple, Orange. Jam, Jelly and Marmalade. All sizes and packages.

LAPORTE, MARTIN, LIMITÉE

568 St. Paul St. **Montreal** **Tel. Main 3766**

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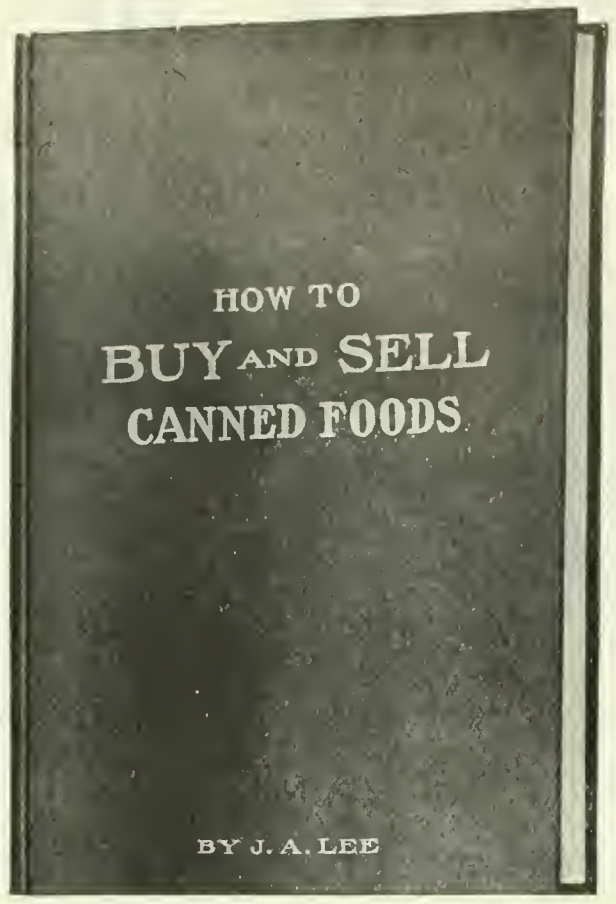

A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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Origin and History of Canned Foods.
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A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
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OF CANADA
AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK
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C. G.

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

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of Canada

serve you at least during the next four months. Write for a free sample copy or

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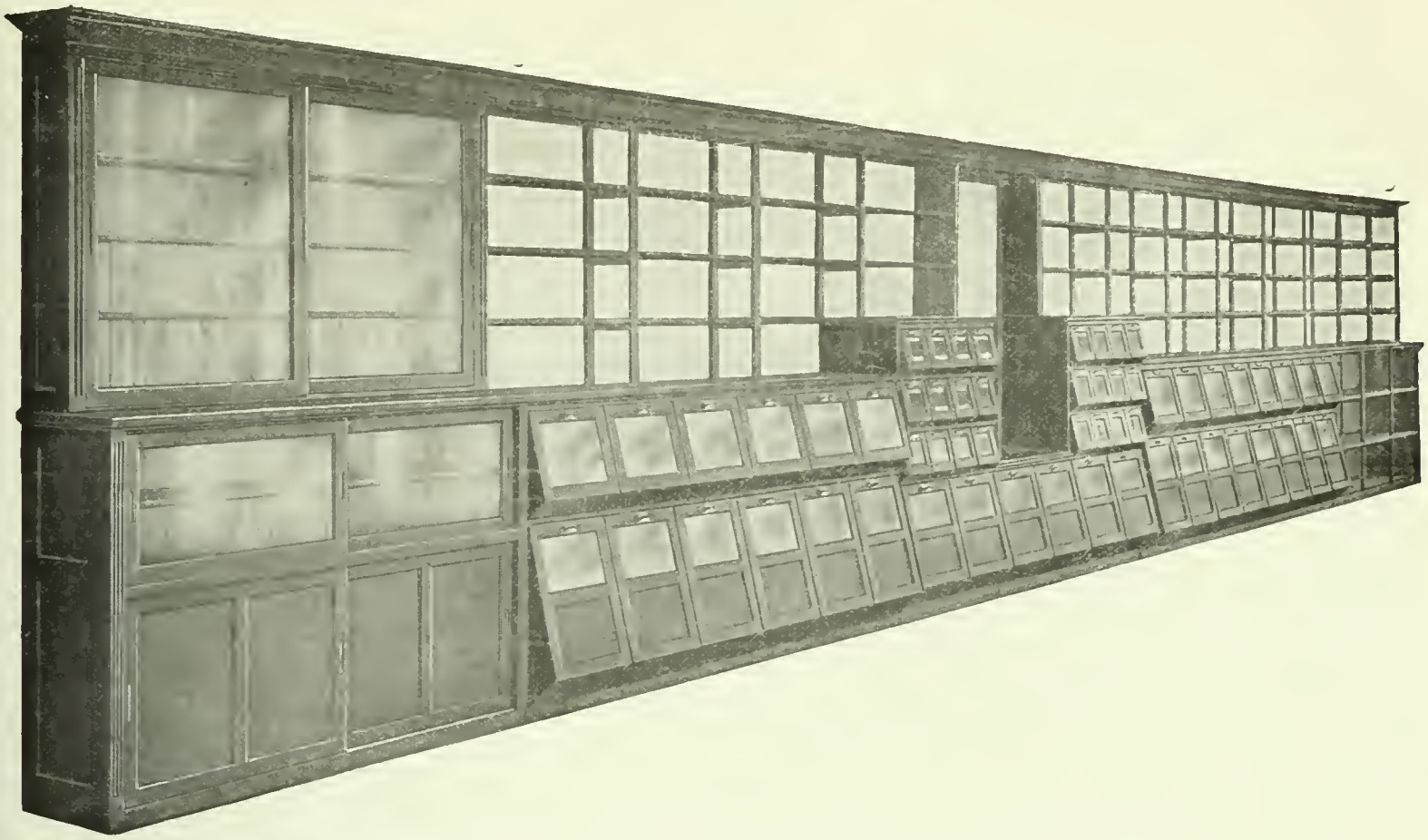


Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied. and pay for themselves in a very short time.

Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for ½-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

January 15th, 1915.

THE T. H. ESTABROOKS CO., LTD.,
7 Front St. East, Toronto.

Gentlemen:—

The above window attracted the attention of nearly everybody who passed our store, and brought us several customers.

We push Red Rose Tea because we believe it to be the best tea and because it always satisfies our customers.

Our window is an excellent salesman and we believe in giving it our best attention. We find it pays well. Our trade is principally order trade, but our window gets excellent results for us.

Yours truly,

ISLAND & BAMFORD,
C. J. Bamford.

FEATURING THE SELLING OF MARMALADE SUPPLIES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD

Vol. XXIX PUBLICATION OFFICE: TORONTO, JANUARY 29, 1915 No. 5

Crown Brand Corn Syrup Now in the Spot-light

These days test the selling powers of every article in your store. The Brands that have established their reputation through years of quality—the brands that are backing up your efforts with strong, convincing advertising—surely these are the Brands you want to put to the fore to-day.

"Crown Brand" Corn Syrup is right in the front rank of the "best sellers." You don't have to "talk," or "introduce," or "push" this delightful table syrup. We have done this—and are doing it to-day—with our stirring newspaper and magazine advertising.

You have simply to sell "Crown Brand" and take your profits.

"Crown Brand" Corn Syrup has always been first—and is first to-day—in the esteem of the grocers, and in the regard of their customers.

Have you plenty of the 2 and 5-pound tins, as well as the 10 and 20s?

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands

Montreal Cardinal Brantford Fort William

Pure Cocoa in Glass Jars

THIS new jar gives you an added selling talk. It will build trade for you. It appeals to the thrifty housewife because the cocoa can always be kept in a sealed jar, and when empty the jar can be used for preserves, etc. Economical buyers will invariably buy this ½-lb. jar in place of the ordinary ½-lb. tin.

When you push Todhunter, Mitchell & Co.'s Pure Cocoa in glass jars you give your customers added satisfaction and *more* for *their* money.

The jar is good, but the cocoa inside the jar is better. It is absolutely pure and of the same standard of high quality demanded for all products sold by

Todhunter, Mitchell & Co.

TORONTO CANADA

Will You Let Your Wife Test Shirriff's True Vanilla if We Send You a Bottle Free?

Send for your bottle to-day without obligation. Let her try it for flavoring cakes, puddings, sauces, ices — or anything with which she wishes to secure an unusually rich and pleasing flavor.

Shirriff's True Vanilla

is 50% above Government Standard

Consequently only a trifling amount is required to flavor a cake or pudding.

Surely these are points of vital concern to your customers? Surely these are points that will help you win customer satisfaction and large and continued sales? If you want to make sure Shirriff's is the best extract for your customers and your sales, just send for your free bottle and let your wife try this famous flavor on her next cooking. You could let it rest safely with her opinion, couldn't you? Write for your bottle to-day.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

LENT

is fast approaching, and we believe you are safe in anticipating an even greater demand than last year for canned Haddies—**"THISTLE" Brand, of course,** in 1-lb. and ½-lb. tins, and you will do well to see that your stock is replenished without delay, for one of the best tributes that can be paid to the increasing popularity of "Thistle" Brand is the fact that there are times when the demand exceeds the supply.

"THISTLE" Brand FLAKED FISH

in 1-lb. tins.

Just as "Thistle" Brand Haddies won their popularity by Quality, Cleanliness and Natural Flavor, so "Thistle" Brand Flaked Fish is fast winning its way on the same merits. Only the finest selected Hake caught in St. Mary's Bay (right on the shores of the great Atlantic) is used in this Acadian Delicacy. It is going to prove a *big* seller and our only regret is that the quantity is very limited, so get in on it at once before our supply is exhausted—and it will be *soon*.

You are serving your best interests by stocking only the best class of Canned Fish—on the quality at this season depends the trade you will do throughout the year.

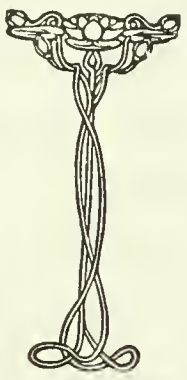
The cleanliness of "Thistle" Brand Fish is proverbial—
their flavor is fine—they are genuine always.

Arthur P. Tippet & Co.

Agents

Montreal **Toronto**

YOUR CANDY DEPARTMENT Is it Profitable?



YOUR Confectionery Department, Mr. Merchant, can be made one of the most profitable in your store, not only in its direct sales, but in the patronage which it brings the other departments. But you must have good candies—candies of unimpeachable quality. The M. B. Co. Candies are this kind and, at the same time, offer an exceptionally wide range of choice. For example—

CANDIES

Mixtures, Mints,
An endless Variety, Staple and Fancy.
Delicious Drop Goods
In Bulk or Bottle.

CARAMELS

150 Different Lines of
Penny Goods
From 1c each to 10 for 1c.

CHOCOLATES

An unbeatable line of
High-Grade Chocolates
An almost endless assortment to choose from and
The Never-Failing
"BORDO"
with its irresistible and individual flavor.

Volume of Sales, Profit and Permanency of Patronage are the three things which make every Merchant who handles The M. B. Co. Candies an enthusiast. Write us and we'll have one of our salesmen drop in to see you.

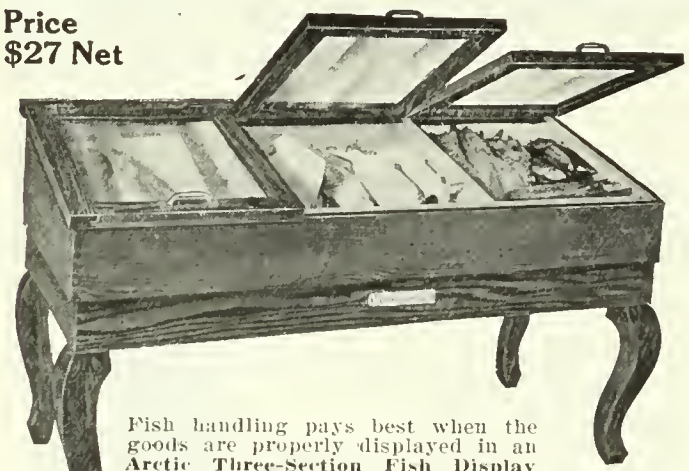
THE MONTREAL BISCUIT COMPANY

Manufacturers of Biscuits and Confectionery **MONTREAL**

IT PAYS TO SELL FISH

CURED, FROZEN OR FRESH, and right now, with Lent coming on, is the most opportune time to start.

Price $27 Net



Fish handling pays best when the goods are properly displayed in an **Arctic Three-Section Fish Display Case,** as shown above. The cost is little compared with results. **Order one to-day and let it pay for itself, even before the warm weather commences. May be used with or without ice.**

Send us your order to-day and ask for refrigerator catalogue.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's **"right."**

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Recall if you can any more pleasant recollection in your boyhood

days when tired, thirsty and hungry than a glass of sparkling, cold, spring water, right from the hillside, and a slice of home-made bread and butter deep with mother's raspberry jam.

Yes, you have been there, Mr. Grocer, and you have the very taste in your mouth that inspired the manufacture of E. D. S. Jams and Jellies.

Right from the sparkling, pure spring water drawn from the mountain at the rear of our factory to the fine-flavored, fresh-picked, ripe fruit, to the ground loaf-sugar, the clean, sweet conditions of the kitchens and utensils, to the careful sealing, not a stone is left unturned that will bring and keep our products up to the standard set years ago.

The very name E. D. S. is the housewife's cue for buying jams and jellies. Now is the time to give her the cue, for her stock is getting low. Put up a display to-day and refresh her memory.

She too remembers her childhood days and associates E. D. S. Jams with her early recollections.

E. D. SMITH & SON

Limited Winona, Ont.

Agents: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; A. P. Armstrong, Sydney Nova Scotia.

Why Not Try

"EAGLE BRAND"

In Your Own Home?

You'll find Borden's Eagle Brand Condensed Milk, and all the Borden Lines, just as good, as wholesome, as convenient for you and your folks as it has proven for the many families round about you.

There is so much absolute goodness and purity about Eagle Brand Condensed Milk that three generations of physicians have prescribed it as the only safe substitute for mother's milk. Together with its uniform high quality, the utility and convenience of Eagle Brand will appeal to you hard-working, bite-and-run fellows as well as most families in your community.

And besides, you'll be able to recommend the Borden Lines to your customers all the more convincingly. That's certain. You'll try it TO-DAY, will you?

Borden Milk Co., Limited

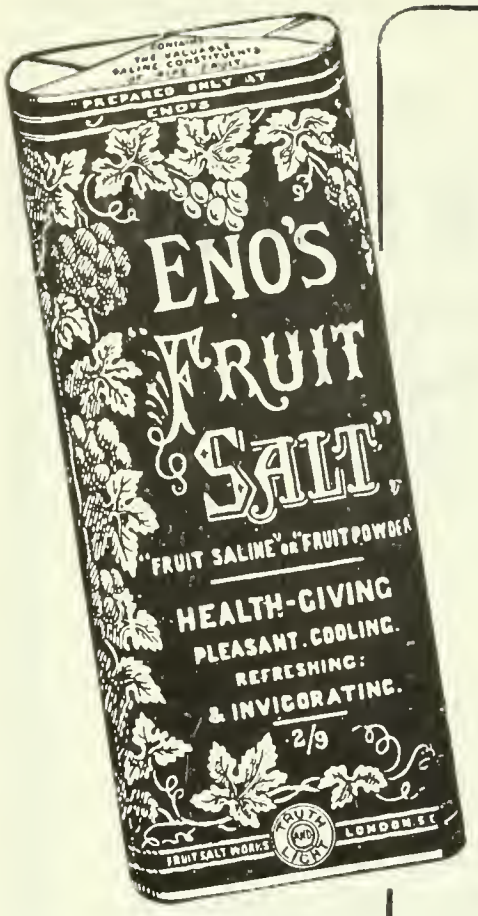
"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building

Vancouver, B.C.

BORDEN MILK CO. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.



The Original and only "Fruit Salt"

When you suggest "Eno's" to your customers you are simply renewing an old friendship

For nearly half a century the people of Canada have known of and used Eno's "Fruit Salt"—to-day the mere suggesting of it to most of your customers is like reminding them of an old friend.

Eno's "Fruit Salt," the original and only Fruit Salt, is used all over the world. Why not share in its popularity in your town? Order a supply, make a counter display and see how soon you'll have satisfied customers asking for it regularly, for this gentle aperient stimulates the organs of elimination—is a prevention of sea and train sickness, counterbalances the effects of sudden changes of water or climate. **No household should be without it.**

Order to-day.

J. C. Eno, Ltd., "Fruit Salt" Works
LONDON, ENG.

Agents for Canada:—Harold F. Ritchie & Co. Limited, 10-14 McCaul St., Toronto

GOLD DUST

GOLD DUST is the great cleansing machine that saves hard work for the housewife. GOLD DUST advertising is the great selling machine that saves hard work for the grocer, by sending sales to him. Keep GOLD DUST prominently displayed and get the benefit of our work on the consumer.

THE N.K. FAIRBANK COMPANY
LIMITED

The Standard of **QUALITY** *and Deliciousness—*

SIMCOE BAKED BEANS

Well worth Pushing Vigorously and featuring in your displays

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

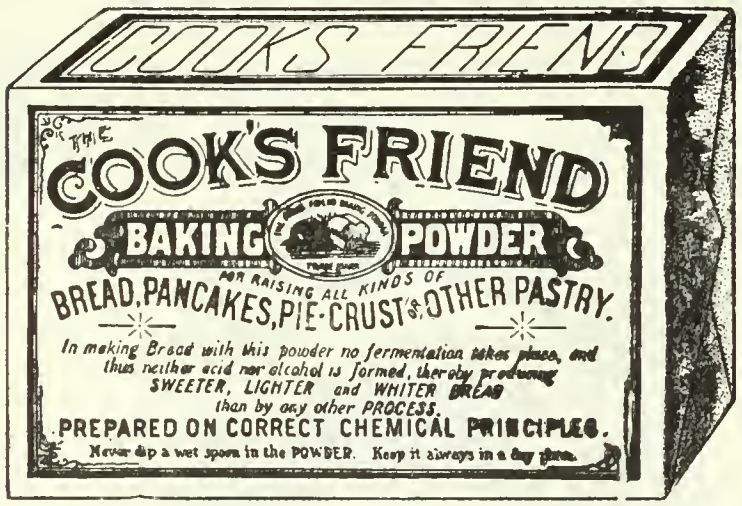
Our Seal TUCKETT'S SMOKING Tobacco

has a peculiarly delightful fragrance—not a straight one-kind tobacco but a blend of the choicest leaves which took years of testing and experimenting to achieve. "Our Seal" is well known throughout tobacco-using Canada. While new on the market as compared with some of our old established brands, it is rapidly gaining in popularity with smokers who know and appreciate a really good blend.

You should stock "Our Seal."
Ask your wholesaler.

Tuckett, Limited
HAMILTON

There is None to Beat


COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

For over half a century this Baking Powder has—and is NOW—recognized as a leader for excellence, purity and highest quality.

It is made from PURE GRAPE CREAM OF TARTAR and is **absolutely free** from Alum and other deleterious substances.

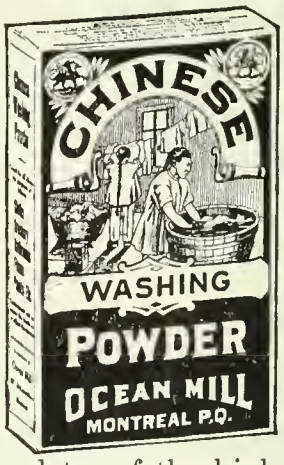
MADE IN CANADA

W. D. McLAREN, Limited, Montreal

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order.

Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents.

Your jobber should have it—if not, write direct for prices.

OCEAN MILLS
MONTREAL -:- CANADA

Furnivall's FINE FRUIT PURE JAM

Your business grows in proportion to the service it renders. The larger the service the greater the expansion. Our marmalade, made from fresh Seville oranges, is now ready. The purity and fine flavor of FURNIVALL'S marmalade is unsurpassed. Stock up your low lines to-day.

Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Rohie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.

How Much is Your Patriotism Worth?

Canadian manufacturers are doing their duty under present stress in endeavoring to keep plants running and men employed regardless of profits.

Good Canadians will show enlightened patriotism, as well as sound business common sense, by buying only "Made in Canada" goods, thus building up their own prosperity and looking after those who remain at home.

Richards Pure Soap Co.,
LIMITED
Woodstock, Ontario

Coffee-selling is no child's play

40 to 50% profit seems good—but if the first sale is not made, the first and subsequent profits are not realized. You want a coffee you can boost with all your might and know that every mouthful of the amber effusion will clinch future business—**You want cup quality.** Coffee buying and selling is no child's play—it's a business that turns the scale for or against you.

Push McLarens "Ladies' Delight" Coffee

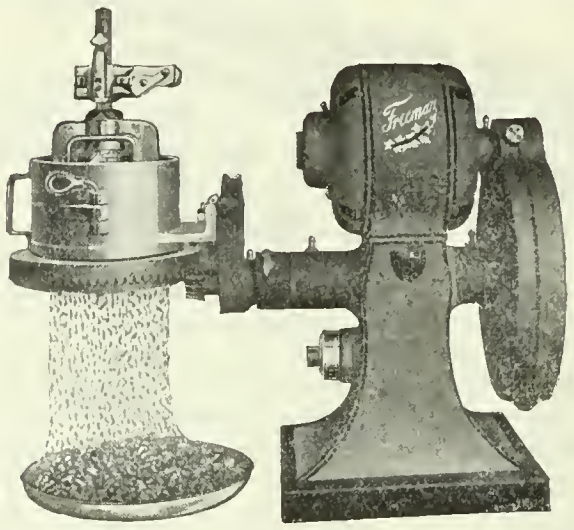
—the cup quality is always there and with it a steadily increasing business. **Send trial order and try it for yourself.**

We have an attractive contract proposition which should interest you.

McLarens Limited
HAMILTON and WINNIPEG

'CAMP'
Don't Disappoint Customers —
There is already far greater business than ever in 'Camp' Coffee, and our advertising will send still more enquiries to your shop. Let your supplies of 'Camp' Coffee be equal to the big demand
'CAMP'
COFFEE
R. Paterson & Sons, Ltd., Glasgow.

Freeman's Electrical



Driven Meat Chopper, Bone Grinder and Coffee Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

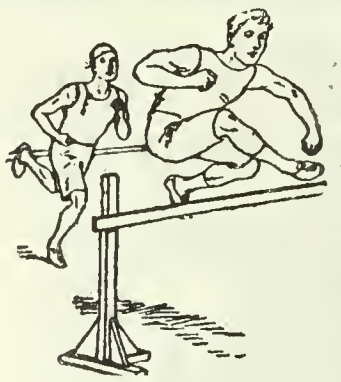
Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day– nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake, Manitoba



Get in the Running

And start your tobacco department now. Many grocers are making good money by specially featuring

Rock City Lines

Why not do the same? In the family of practically every one of your customers there is at least one smoker who would appreciate your stocking his favorite brand.

Write for our proposition without delay. Rock City Lines prove winners wherever introduced.

Rock City Tobacco Co., Limited
QUEBEC and WINNIPEG

GIPSY
Stove Gloss

will secure the trade, even of those who are most difficult to please—and retain it.

"GIPSY" is good enough for the most particular and discriminating.

It satisfies every user.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Continental Quality

has never been questioned.
If you have satisfied yourself that

Continental Grocery Bags

have no superior in any feature, consider the prices which are no higher than are usually asked for bags of inferior quality and make.

Samples on request.

The Continental Bag & Paper Co., Limited

Manufacturers **OTTAWA**

Branches: Montreal and Toronto
Agencies throughout Canada

When you sell

HEINZ
57
VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H.J.HEINZ COMPANY

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

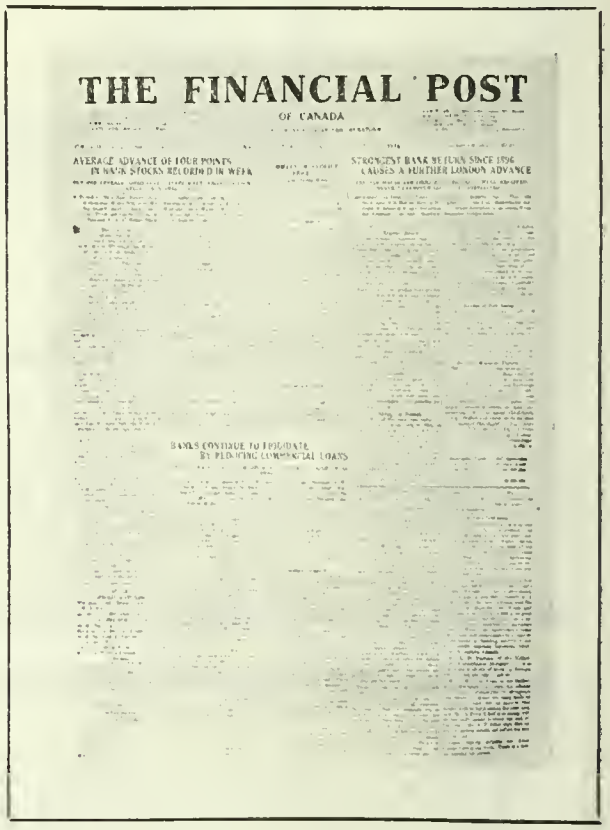
BEWARE OF FALSE PROPHETS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.


THE FINANCIAL POST
OF CANADA

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK RETURN SINCE 1896 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

Annual Subscription $3.00 the year

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Dear Sirs:

Please enter my/our subscription to The Financial Post at the rate of one dollar for four months.

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C. G.

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET

The Financial Post

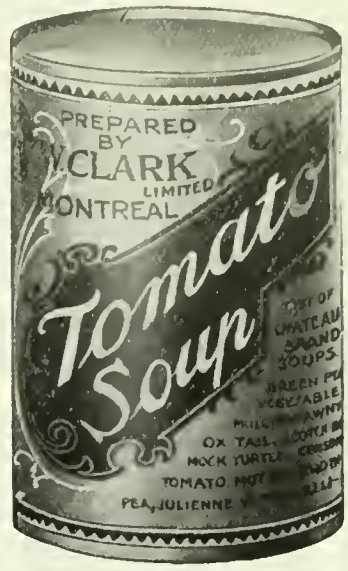
of Canada

serve you at least during the next four months.
Write for a free sample copy or

Sign ← the attached Coupon and return

to us with one dollar for four months, or if more convenient pay on receipt of bill.

CLARK'S SOUPS



Highly Concentrated, Absolutely Pure, and Prepared from the Very Finest Ingredients

The quality is there, selling price is popular, and your margin is good.

GET IN TOUCH—
THE SEASON IS ON

MADE IN CANADA

CLARKS
PEANUT
BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL

Have you paid any attention, Mr. Grocer, to the growth of the business in PEANUT BUTTER, an article which is rapidly increasing in favor with the public? It will pay you to look into the matter, and if you want your share of the business, it will pay you best to stock

CLARK'S PEANUT BUTTER

W. CLARK, LTD. MONTREAL

Tartan BRAND

THE SIGN OF PURITY

Our annual Tea Sale. All goods bought before advance. If our travellers don't call send for samples—it will pay you.

After-stocktaking bargains. Our travellers have a big list.

'Phone at our expense.

3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Sanitary Cans

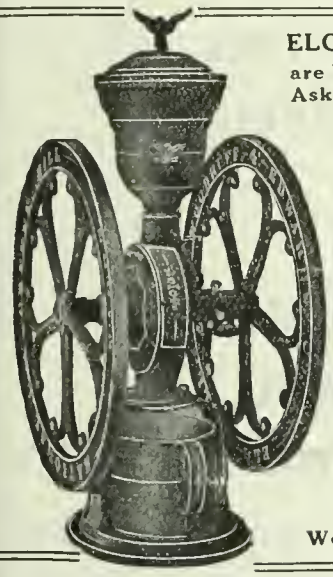
"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

When you are buying you might as well buy the best



ELGIN NATIONAL COFFEE MILLS

are handled by the best Canadian Jobbers. Ask your Jobbers for Catalog and Prices.

CALGARY—Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd. EDMONTON—H. H. Cooper & Co.; The A. Macdonald Co.; Revillon Wholesale, Ltd. FERNIE—The Western Canada Wholesale Co., Ltd. HAMILTON—Balfour, Smye & Co.; James Turner & Co.; Macpherson, Glassco & Co.; Walter Woods & Co. LONDON—Gorman, Eckert & Co., Ltd. MONTREAL—L. Cbaput, Fils & Cie., Ltd.; Minto Bros.; Canadian Fairbanks Co. (and branches). MOOSE JAW—The Codville Co., Ltd. REGINA—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd. ST. JOHN—Dearborn & Co.; G. E. Barbour Co., Ltd. SASKATOON—Campbell, Wilson & Adams, Ltd.; The Codville Co., Ltd.; North-West Specialty Co. TORONTO—Eby-Blain, Ltd.; R. B. Hayboe & Co.; Minto Bros., Ltd.; Medland Bros., Ltd. VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Empress Mfg. Co., Ltd.; Kelly, Douglas & Co. WINNIPEG—Blue Ribbon, Ltd. (and branches); The Codville Co. (and branches); Walter Woods & Co.

Woodruff & Edwards Co., Elgin, Ill., U.S.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

TEA

You are interested in buying tea or should be. The market is advancing. We have a large assortment of tea and are in a position to look after your business to your entire satisfaction. Get our samples and quotations.

John Duncan & Co.

Established 1866 MONTREAL

Sell mothers a powerful, yet harmless disinfectant to safeguard the home from disease

CONDY'S FLUID

Nearly every home keeps a disinfectant, but owing to its poisonous nature is kept high up, away from the reach of the children, with the result that it is not used effectively.

Condy's Fluid is non-poisonous and **does not contain permanganate of potash.** There is no substitute. It has been recognized in all European homes **for 100** years as the **safe** disinfectant.

Order a supply to-day.

Condy and Mitchell, Limited, - London, England

Canadian Agents: Harold F. Ritchie Company, Limited, 10-14 McCaul Street, Toronto

In our Classified Columns on page 59, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

A want ad. in this paper will bring replies from all parts of Canada.

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer — Foodstuffs — Exporter
I am a buyer for Beans, Peas, Seeds. Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker and Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. Box 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG. - MAN.

A want ad. in this paper will bring replies from all parts of Canada.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

India's Gift to Canada

is the rich, vigorous tea of the Indian hillsides, the choicest of which comes from the province of Assam. And it is to the Assam tea that must be largely given the credit for the distinctive flavor, richness and strength of Red Rose Tea.

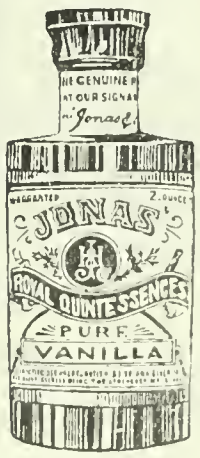
If Red Rose Tea were a straight Ceylon tea, instead of an Indian-Ceylon, you would altogether miss the characteristic "Assam" qualities.

Red Rose Tea

"is good tea"

JONAS' EXTRACTS

never gather dust on your shelves. Their purity and richness of flavor mean quicker turnovers, better satisfied customers, more gratifying profits. Sold everywhere for forty-five years. Better keep your stock well up.



HENRI JONAS & CO.

MONTREAL, QUE. ESTABLISHED 1870

Ninety-nine people out of a hundred in Canada use

WINDSOR TABLE SALT

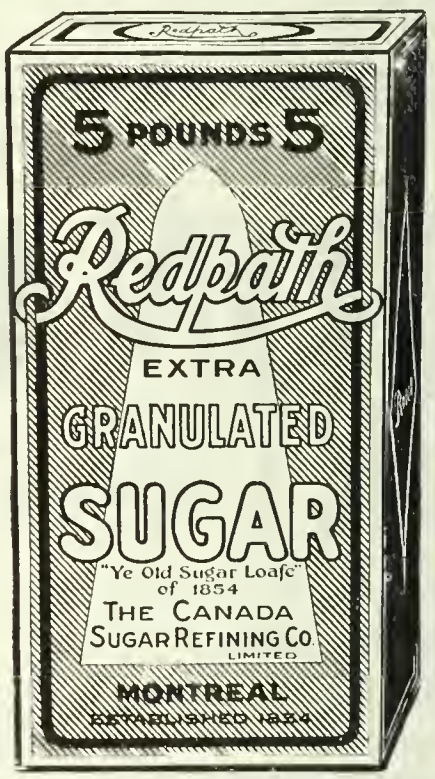
Isn't it better for you to make ninety-nine sales, than only one?

MADE IN CANADA

When you trim that special Marmalade Window back up the Oranges with

Redpath *Sugar Cartons*

REDPATH Extra Granulated Sugar in these handsome Sealed Cartons goes as well with the oranges in the window as in the marmalade jars. It gives life and snap to your window trim, and a new idea of purity to all who see this happy combination.



More than half a century's use throughout the country has established the reputation of REDPATH as Canada's purest and best sugar. These 2 lb. and 5 lb. Sealed Cartons, protecting its purity from Refinery to Pantry, have made REDPATH Sugar more popular than ever.

By saving time and trouble, and eliminating waste and the inevitable loss in weighing, these Cartons have made it possible for you to handle sugar more economically and profitably.

The marmalade season gives you an excellent chance to introduce REDPATH Packet Sugar to people who have not realized its many advantages. It will improve the quality of their marmalade, and the result will be increased sales for you.

Canada Sugar Refining Co., Limited

MONTREAL

Quality Wins Its First Victory in the New Year

All previous records for the sales of "**SALADA**" were broken by the splendid achievement of the first fortnight in 1915.

In these two weeks no less than 442,055 pounds of "**SALADA**" were shipped in fulfilment of orders. This represents a sale of **4,420 chests in two weeks.**

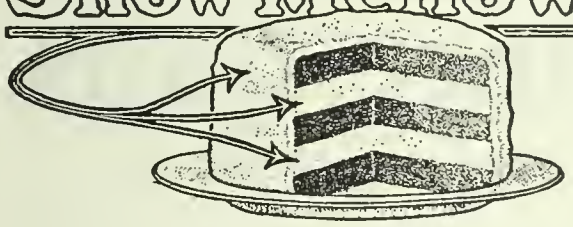
Surely this, once and for all, effectually dispels any suggestion that the public are contenting themselves with "inferior" tea. There could be no more conclusive proof of the public appreciation of our persistent policy of **QUALITY FOREMOST.**

We have just published our annual report, giving a brief digest of the past season, and an interesting pictorial history of "**SALADA**" since its first appearance. If you have not already received a copy, send us a card.

"SALADA"

TORONTO **MONTREAL**

Snow-Mellow



Are you selling this new product that makes the most delicious meringue, icing and filling

Without Eggs and Without Cooking

With just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, the housewife can make a score of dainty desserts with rich, fluffy tender icing and filling.

And handling "Snow-Mellow" leaves you a generous margin of profit.

Get a line on this Winter party trade and push "Snow-Mellow."

The W. T. Ott Co., Inc.

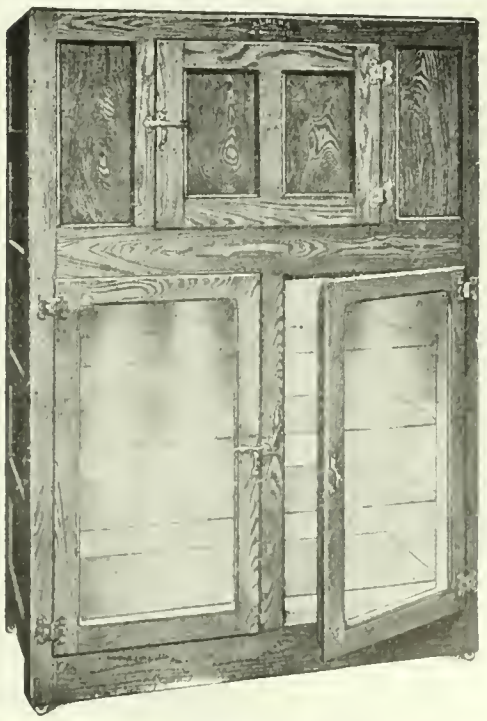
32-34 Front St. West

TORONTO

54 J.

Triumph and Value—

That's what you get when you buy a EUREKA Refrigerator. **Triumph** over all competition for above 28 years. **Value** that is not equalled in any other refrigerator on the market. The fact that there are more Eurekas in use throughout the Dominion by Grocers and Butchers than any other make substantiates all we claim. Let the experience of the majority of your fellow-grocers decide you—what's the use of experimenting, anyway, when you can get the thing first time?



In the EUREKA are embodied exclusive features not obtainable in any other. Let us tell you about them—they are sure to interest, and you will profit materially by the information.

Mail your letter to-day—right NOW.

Eureka Refrigerator Company

Limited

31 Brock Ave.

TORONTO

Just as her parents and grandparents knew KEEN'S as the acknowledged favorite, so to-day's housewife feels your personal interest when you suggest KEEN'S—*The best* she can buy in washing blues.

Write your nearest wholesaler to-day.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL ∴ HAMILTON

CANADIAN GROCER

VOL. XXIX JANUARY 29, 1915 No. 5

Selling Campaign on Marmalade Oranges

Methods of the Jepson Store for Increasing Sales on Oranges, Sugar, Fruit Jars and Marmalade During the Month of February—Personal Salesmanship Backed up by Good Window Trims and Attractive Interior.

Written for Canadian Grocer by HENRY WILLIAMS.

ONE day shortly after the selling campaign on cold weather goods had been successfully launched, I peeped through the grating of the private office of Thos. Jepson to find the proprietor sitting in his easy chair with stoic quiet and gazing on a certain spot on the well-polished floor. He was wrapped in silence—in Olympic silence, as the poet might say. His ear must have heard me breathing—I had made no other noise that I was aware of—for he turned in the swivel chair and looked my way, a blank stare at first and then he recognized me.

"Hello, Williams," he said, "come in and take a chair."

"Do you know what I was just thinking of?" he asked, when I had accepted his invitation. I disclaimed any ability to participate in mind reading stunts; so he told me.

"I have just been thinking what a fool I have been all these years in figuratively lying down here and waiting for the business to come along. My father, as you may know, was recognized as a pretty shrewd merchant, and so he was for his time. I felt that all I had to do was to follow in his footsteps and there would be no occasion for worry. Neither was there very much. But you know, Williams, during the past few years competition has been keen here and I realized that if I was to do anything better than hold my own the policy of passive selling would have to be terminated. That was why I so readily accepted the services of Haslam, whom I have already told you about. But what I am sore at myself about is that something wasn't done along aggressive lines years ago.

"You see we have been too content here with the passing business. While the windows were attended to in a kind of way and we have always used an advertisement in the paper, there was little actual selling ginger put into the displays and talks. Now I can see daylight ahead."

Marmalade Time

February is the big Marmalade month. Now is the time when the bitter oranges so necessary for the making of fine orange marmalade are at their best. We have some choice fruit to show you. Order your marmalade supplies from this list, by phone if you prefer:

Bitter Oranges—Fine and beautifully colored fruit direct from Seville in Spain, per doz. .....——c.

Sweet Oranges—These are necessary to give the proper flavor to your marmalade. Large juicy navels at per doz. .....——c.

Lemons—A dash of lemon juice to a pot of marmalade is recommended by many housewives. A fresh supply just in, at—per dozen.....——c.

Fine Granulated Sugar—Sugar is one of the all important items in the making of good marmalade.. Make sure of the quality of your selection. Sugar at —— lbs. for $1.00.

Fruit Jars and Paraffin—When you go to the trouble of making marmalade be sure that you preserve it in good jars. Make assurance doubly sure by covering the mouth of every jar with a thin layer of paraffin. Fruit Jars at ——c for pints and ——c for quarts.

Tested Marmalade Recipe Given Away on Request to Any Store Customer.

Thos. JEPSON

87 Bradley Street

Phone 111

A newspaper advertising suggestion on marmalade oranges and supplies.

Jepson continued enthusiastically in that strain for a long time, dilating on the sprouting of the new germ that promised a great harvest for the future.

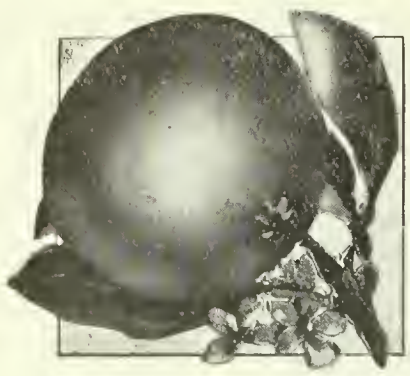
* * *

In the meantime the new salesman was busy on his next selling campaign. The logical goods to pick upon were marmalade and other oranges fruit jars, sugar, grape fruit, as well as marmalade itself, in view of the proximity of February, the marmalade month.

"I must make this store just breathe marmalade this week," he said to himself when he decided the basis of his next sortie. And when the story of the campaign has been told you will agree that he fully accomplished the task.

An Orange Atmosphere.

Let us take a glance first at the interior arrangement. The work was designed to compel—not, of course, in the sense of against one's will—every regular and casual customer who entered the store to think of marmalade time. The first thing that struck one was the profuse display of orange-colored ribbon that adorned the interior. This was tissue-paper ribbon about three inches in width and it stretched from shelf to shelf across the store a few feet apart. At the rear of the store in front of the provision counter was a fairly large fruit and vegetable display-stand facing the door. This was entirely given over to oranges, the display-stand being wrapped attractively with more orange-colored ribbon. On the end of the counter was a small display stand made of glass with three shelves. It tapered towards the top so that while ten or a dozen oranges decorated the bottom shelf, there was room only for about 5 or 6 at the top. This made an exceedingly neat trim for the counter and one that did not fail to get the eye of the



Show card suggestion for a window display.

customer immediately—even though it was not very large.

On the counter too, just where the majority of the store's patrons stood to give their orders, were a couple of pretty looking plates with two cut oranges, one containing the bitter marmalades and the other sweet oranges. A third plate held a grape fruit cut in two. The idea was to show the purchasers the juicy character of the fruit and at the same time give the salesman taking the order an opportunity to introduce oranges to the customer who did not voluntarily include them in her regular order.

Here was one selling argument of Haslam's when the usual voluntary order of the customer had been given: "How about some oranges for marmalade today?"—picking up a half of a fine, juicy specimen from the plate at his elbow—"You will see that they are a splendid color and have plenty of juice. Oranges, you know, are quite a bit cheaper, too, this year than last." Or he would say, "If your supply of breakfast fruit is running low you will find a nice marmalade tasty."

A short talk like this usually brought a favorable response. Haslam had before hand armed himself with a good marmalade recipe. The store stood the cost of getting a couple hundred of them printed, and whenever a sale of oranges was made the customer was handed one. From the recipe, too, one could judge the quantity of oranges required which was a service that could not be secured in every store.

Associated Lines Not Overlooked.

But two or three dozen oranges was not always the extent of the extra sale over and above the actual demand of a customer. There are other things closely allied with marmalade, and every salesman should take advantage of them. For instance, no one would care to eat boiled oranges alone. The preserve must be sweetened and there was always the opportunity for fruit jars and rings—all these lines are associated with one another and all must be used in the production of marmalade. Samples of sugar were close at hand as well as various sized fruit jars, so that the entire marmalade order could be taken without shifting position or wasting time.

A GOOD MARMALADE RECIPE.

The following recipe has been successfully tested. It will make 12 or 15 pint jars so that if double the quantity is required the recipe should simply be doubled:—

6 Bitter Oranges;
7 Sweet Oranges;

Slice and let stand in four quarts of cold water for 36 hours. After boiling for two hours add 9 pounds of granulated sugar, and juice of four lemons; boil 2 hours. If when cutting the oranges the seeds are saved, steep in warm water and the liquid added to the mixture when boiling the second time, the flavor is improved and the marmalade jellies better. When cold in jars put thick layer of paraffin on top of marmalade.

The Window Displays.

Probably I may have gotten a little ahead of my story in not previously describing the window display. In fact, there were two window trims bearing on marmalade. One was a neat tasty window on marmalade in tins and jars—for there are many people who do not care to go to the trouble of making their own marmalade. The other was a clever blending of oranges, fruit jars and rings with a few jars of the completed marmalade.

(Continued on page 32.)

An attractive looking marmalade window can easily be made by arranging the tins and jars temptingly and amid clean surroundings.

From the Customer's Viewpoint

Story of a Merchant Who Failed and of His Neighbor Who Succeeded—A Contrast in Methods Bringing Out Prominently the Importance of Service—Knowledge of the Stock Versus Ignorance.

Written for Canadian Grocer by E. A. HUGHES.

In this article Mr. Hughes has given a fine contribution to the series on "Why Retailers Fail." It is No. 3. Two types of merchants are presented—the one who through slovenly methods and ignorance of the goods he carries on his shelves, loses the confidence and respect of his customers; the other with his affable character and the faculty he possesses in being able to place himself in the shoes of the customer in front of the counter, gains that respect and confidence. There is a splendid moral in this article and we commend it to the close consideration of every reader of Canadian Grocer—The Editor.

THERE is a town called Brockleton—and it isn't a thousand miles from Western Ontario—which has about three thousand people. It has also the usual overplus of stores. Instead of one hardware store it has five, and goodness only knows how they all make a living. The grocery trade is in the same condition. There are ten grocers, but there is not enough trade for those ten grocers. However, it is the way of small towns—this display of many tradesmen all struggling instead of one or two succeeding.

When we went to Brockleton some six years ago we were strangers within the gates. We landed there, I remember, pretty late at night, and went to the hotel. The next day we went to the house we had bought, and set about unpacking.

The first thing to do was to get some food in the house. I put on my hat and coat and sallied down the main street till I noticed a grocery store. Truth to tell I hesitated before I went in, because the exterior wasn't particularly inviting. The shade was half way up and half way down. The windows were dingy, even dirty. Doubtless the things displayed in them were fresh, but the woman who was gifted with an imagination would be more able to believe this than she who was severely practical. The thing which struck me more than anything else was the absolute lifelessness of the place. No one seemed to be around. Either the store was so dark and dismal, or else the windows were so dirty that I couldn't discern anybody in the store, either behind the counter or before it.

However, I went in. I stood in front of the counter and waited. Then I waited some more. After that I waited again, but since I had an idea that my time was valuable, I knocked my impatience out on the counter. Bye and bye a man emerged from some dim and dark unknown and shuffled along to where I was standing. Anybody would have gathered from the aimless way in which he shuffled around that he was very old, but I saw a man of about forty, as dull and dingy as his store. The only animation in his face was caused by the moving of his jaws necessary to the chewing of tobacco in which he was engaged.

"Mr. Rose," I said, for I had noticed that that was the name over the store outside. (I ought to mention perhaps, that his full name was Mr. Mo Rose.)

"Yep!" this laconically.

It wasn't a very encouraging beginning, but I sailed in on the business I had on hand.

"I want a long list of groceries sent up to the house. I am new here in town. I guess you can look after me?"

"Guess so," he said, and the tone was so grudging, so curt so impressive of the fact that he was doing me a favor that I was all for leaving him then and there. But I stayed.

"Well, have you the Juno cleanser?"

"No"—Only that and nothing more. The rest—except for a sort of accompaniment in a lower register, caused by the continuance of the chewing—was silence.

"He improved the shining hour by asking me to try this and that, or had I ever used so and so"

I wasn't particularly anxious to get the Juno brand; anything else that would perform the work and which he would recommend would have been satisfactory. It was the only one I knew of so I asked for Juno.

But I said, "Well, if you haven't got it, why I can't have it—can I?" I finished up rather lamely.

"I got the Ruby."

"Oh! Is that good?"

Didn't Know His Own Goods.

"Supposed to be," he shot out at me in this same dull-as-ditchwater sort of tone. He didn't have a good word to say about his own goods.

"Well, I'll try it," I said. "Now, what about sugar, and tea, and soap and——" I went on, giving him a complete list of things I wanted.

In a few seconds he lumbered to the sort of tank arrangement whence he had come, and lumbered back with a pencil in his hand. All the time I went on talking. He just left me in the middle of what I was saying. There was no hint that he was going to get a pencil. There was no "Pardon me a moment." He lumbered back, I say, and took out his order book.

I started again, and he finally got down my order. We had about 'steen halts on the way. Either he hadn't got this, or else he was running short of that and wouldn't be sure if he had enough, and so forth—and all the time he mumbled and rumbled what he had to say and generally made himself objectionable, although I am quite sure that he didn't know it.

"Now, I am waiting for those things, Mr. Rose." I said. "Can I have them in an hour?"

He nodded his head. I took it to mean yes, or "yep," which was a word he had a particular fondness for.

"In an hour's time, then Mr. Rose?"

The head nodded again.

"Good morning, then."

" 'Morning"— I head a word which I took to be that. And I left the store.

I went home, and started to unpack and generally get the house ready. It was very dirty and I needed soaps and powders and so forth from Mr. Rose before I could really do very much to get

straight. Bye and bye the hour passed, and no groceries came. Then another hour passed, and still no groceries came. A third hour passed—and my! how I apostrophized Mr. Rose. "A rose by any other name"—but I swear I don't agree with the Immortal Bard.

By this time it was about two o'clock. I put on my hat and coat and I stalked down the main street again. I was annoyed. I was angry. You know the aphorism about "the woman scorned." I made a bee line for Mr. Rose's store.

And the Door Was Closed.

But the door was closed. More, it was locked. I stood still, wondering whether my crusty old friend had locked the door and gone to sleep or what. By and by, after peering here and there and everywhere I spotted a ticket attached to the window. "Gone to dinner. Back at one o'clock." As it was about 2.15 I figured that Mr. Rose had embarked on a seven-course dinner. Anyway, here I was, without any groceries in the house. They ought to have been there three hours ago. They were promised for three hours ago. And when, after kicking my heels, and doing my best to possess my soul in patience, I had at last come down to find out why Mr. Rose hadn't sent according to promise, I was faced by a closed door. Who ever heard of it?

I took out a piece of paper, and I wrote on it. This is what I said, "Please cancel the order I gave this morning." Then I signed it, and pinned it over his notice about "Gone to dinner," and went down Main street very perturbed and feeling in the colloquialism of Brockleton "good and mad."

An Eye Open for Business.

A little further down the street I came across another grocer's store. It looked bright, and busy. The windows were nattily dressed. The place was lighted well. The paint was sufficiently new, and the whole store reflected comfortable business. I went in, and a man about thirty was serving another woman, but he beamed across at me, and said, "Good morning!" as if it really was a good morning for him, and he hoped I agreed with him. Bye and bye the customer went and he turned to me. Before he spoke I knew I should like him. His store was clean and airy, bright, and attractively set out. The man himself seemed very pleased with things, and gave you the impression that, so far as he was concerned, it was a jolly old world.

"Yes madam, what can I do for you?"

"I suppose you don't stock Juno cleanser, either?" I said.

"Well, no, we don't. But I can send to London for it for you if you want it very badly. We have several other good lines, and I would strongly recommend the Globe, for instance. Ever try it?"

"No, I don't think I have."

"Well it's mighty good stuff, I know and am positive it will please you. Try a tin and I'll order the Juno for you meanwhile. Then you can compare the two."

I went on with the rest of the order, and he took it down. When I paused for a moment, he improved the shining hour by asking me to try this and that, or had I ever used so-and-so?

"We've got a new canned corn here that some of my customers speak very highly of. Shall I send a can. By the by aren't you Mrs. N———, who has just taken that house up on Locke street?"

I said I was.

"Oh yes, well, I live up that way, and I can call if you like in the mornings and see what you need until you get straightened around and that will save your coming down town, for every little thing you want."

A Man Who Looked Ahead.

And so on. You get the moral of this story already, of course. Here was a man who desired my custom. He was willing to put himself out of the way to get it. He was bright and energetic, modern and business-like.

"Those things shall be up to you in half an hour, Mrs. N———" he said.

"You won't fail me, Mr. Able?" (His full name was Mr. Aff Able.)

"Not if I have to bring 'em myself, Mrs. N———."

I went home, and sure enough in fifteen or twenty minutes a boy who was as bright in his way as Mr. Able and as Mr. Able's store, brought up my groceries.

I hardly need to say that my grocer was Mr. Able. It was not Mr. Rose.

A couple of years later we heard that Mr. Rose had failed. Why had he failed? He started at the same time as Mr. Able. He had as much capital. He had the same opportunities for making good. Yet he had failed. The reason was that he never looked at his business from his customers' viewpoint. That was the root of the whole matter. The fundamental idea for a sucessful retail store is the faculty of pleasing customers, and if it isn't observed there will never be any customers to serve.

SELF EVIDENT

"Shoes are made from all kinds of skins."

"What kind are made from banana skins?"

"Why, slippers, of course."

—Selling Sense.

WANT LAW ENFORCED.

Pure Maple Syrup Society in Quebec Province Approaches Government.

Montreal, Jan. 27.—Members of the Pure Maple Sugar Syrup Co-operative Agricultural Society are urging the Dominion Government to take steps to put their new law respecting the purity of maple products into effect as soon as possible.

They claim many adulterated products, sold under names including the words "maple sugar," are on the market, and ask the Federal Government to put inspectors on the lookout for such products, in order to "put an end to such outlaws' nefarious work."

Last week, one member purchased ten different samples in Montreal, containing adulterated syrups, most of them being labelled "Pure Maple Syrup." The law passed by the last session of Parliament prohibited the use of the word "maple" on labels of any package containing food which is not the product of the maple trees. This act came into force on January 1 last.

At the third convention of the society, held at Beauceville, a resolution was passed claiming "that as extracts of oils, bearing names suggestive of the maple products, are sold to hotels and restaurants throughout Canada for mixing with cane syrups, to give them a maple flavor: and that as the sale of such is detrimental to the producers of the maple goods in Canada, the Federal Government be requested to provide redress."

GAMBLING IN WHEAT.

James Carruthers, a large grain dealer in Montreal, says there is a lot of gambling in wheat going on.

"There always has been gambling in futures," he said, "and it has increased enormously since the war broke out. People buy on May wheat and sell again in a few weeks, on the rise of the market. I don't think this has had anything to do with the increase in the price of wheat. That is caused solely by the actual demand for supplies for foreign countries. It is a thing that cannot be stopped. People are not gambling much on stocks and shares at present, and so they are gambling on wheat.

"The Government cannot control the price of wheat, as it is governed by the demand from abroad, and it is absurd to try to prevent the farmers from selling their produce at the best price they can obtain. There is all the wheat we want in this country and enough to supply outside people. The difficulty is they can't get it away very well."

Annual Statements Analyzed

The Assets and Liabilities of a Quebec Merchant for the Past Two Years—A Splendid Business Increase—A Low Expense and High Net Profit Percentages—Some Conclusions Drawn.

THIS is the season for the drawing up of annual inventory. Here is a letter bearing on the statements of the past two years of a Quebec Province general merchant:

Editor Canadian Grocer:

Dear Sir,—As I have had at times the pleasure to figure out statements which have appeared in your issues, I have often thought I would like to see what you had to say of mine. So I am enclosing you two years' statements, that you might possibly be in better position to figure on them.

My running expense amounts to $1,700 per year. My business paid me $5.678. Gross besides my living amounting to $600. I might say that the item of investments appearing on the statement of $4.800 is not an earning feature in the business, being my home, etc. I will thank you to advise me what you have to offer in the way of suggestions.

A. E. H———.

JAN. 1, 1914 STATEMENT.

ASSETS.		LIABILITIES.	
Merchandise on hand	$14,377.51	Bills Payable	$ 4,533.02
Outstanding accts.	896.00	Bank Note	400.00
Notes, reliable value	561.39	Individual Loan	1,475.00
Cash on hand	116.53	Accepted bank drafts, not due	293.08
Fixtures $410.97 less 10% or $41.00	369.97		
Invested real estate, etc.	4,593.47		
		Insurance on Liquid Assets	$14,500.00
		Sales for year	29,117.09
Total	$20,917.27	Total	$ 6,701.10

An Encouraging Year.

The two statements mentioned appear herewith and it is certainly satisfactory to note the gratifying improvement of the business during 1914 over that of 1913. It will be seen that the amount of stock on hand Jan. 1, 1915, was $13,671.10 as compared with $14.377.31, or almost a thousand less. Outstanding accounts have been reduced more than $270, reliable notes are about the same but cash on hand is enhanced by more than $500. From the liability columns it will be observed that accounts payable were over $3,000 less on the first of January last than on the corresponding date of 1914—something that must be exceedingly gratifying to the general merchant who has sent us the statements. Accepted bank drafts this year are about $600 greater than last, but there is sufficient cash on hand to entirely cover that liability, apart from the other encouraging figures mentioned above.

The favorable balance on Jan. 1, 1915 was $17.238.08, whereas a year ago it was only $14.216.17—an increase in the year, if assets and liabilities have been carefully recorded, of $3,021.91.

The two statements show also another encouraging feature. The sales during 1913 were $29,117.09, whereas last year, war and all, they were $34,000, an increase of about $5.000. This is further evidence to show that business in rural Canada has been splendid despite the temporary depression elsewhere.

From the information contained in the letter at the beginning of this article taken in conjunction with the figures in the Jan. 1, 1915 statement, some interesting deductions are made. There is, however, scarcely sufficient information given to make these deductions complete.

Running expenses, he points out, were $1,700 last year which apparently were apart from his living which amounted to $600. Supposing that he allows himself this as salary for himself, the total expenses would then be $2,300, which would be only about seven per cent. of the $34,000 turnover as given on the statement. Either this is a remarkably small expense or a number of items have been omitted from the list. We would like to see a tabulated list of expenses.

JAN. 1, 1915 STATEMENT.

ASSETS.		LIABILITIES.	
Stock on hand	$13,671.10	Accts. Payable	$ 1,440.70
Outstanding accts.	624.10	Note	600.00
Notes at reliable value	558.96	Individual Loans	1,460.00
Cash on hand	643.53	Accepted drafts	929.69
Fixtures $380.00, less 10% $38.00	342.00		
Invested	480.00		
Motor Boat	225.00		
Auto	800.00		
		Insurance on Liquid Assets	$14,500.00
		Sales for year	34,000.00
Total	$21,665.47	Total	$ 4,430.39

A Substantial Net Profit.

Another statement says that gross profits last year were $5.678, which on the turnover of $34 000 amounts to about 16 per cent. This is not a large gross profit but if expenses amount only to 7 per cent., it shows the substantial net profit of 9 per cent. On a general store business where dry goods, boots and shoes, etc., form a considerable part of the turnover this might be possible, and this Quebec dealer is a general merchant. But on groceries alone it would no doubt be an impossibility.

Reverting to the statements again: should private property such as a residence be included in the list of business assets? Property that is actually used for the operation of the business is different, but the private residence asset should be included in a separate real estate statement. There are also two items on the last statement which we are not sure were purchased for use in the business or not. They are the auto and the motor boat. It may be that the merchant in question uses both for delivery purposes—the boat for service to cottagers and campers in summer as the name of the town sounds like that of a resort. If, however, they are not used for the business they should not be included in the list of business assets, but in that of private assets.

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ESTABLISHED 1886

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1915 *RESOLUTIONS OF A LIVE WIRE.*

My window costs me money every year. It is a silent salesman, but as it sells goods in proportion to the attractiveness and timeliness of the display and the frequency with which it is changed, I have determined that during 1915 *it shall be a SELLER every minute. I shall see that it is always trimmed to SELL. There will be no hap-hazard displays and no empty windows in future.—A.L.W.*

Who Will Get the Blame?

WHAT will the commission on the High Cost of Living tell us? Ottawa advices say its report will be tabled at the next session of parliament. It is also asserted that the war, which so seriously disturbed commercial conditions throughout the world, makes the report of less value than under ordinary circumstances.

This advance notice is probably intended to let the thing down light in so far as those, who were expecting a great deal, are concerned. Canadian Grocer would nevertheless like to make the prediction that the retailer will not be very seriously involved when the conclusions arrived at by the commission are presented. We have always taken the stand that the advance in the cost of living of recent years has been due chiefly to a higher standard of living on the part of the general public, and that the increase in production has not been commensurate with increase in population.

At any rate it is going to be a difficult proposition to show that the retail grocery trade is making extortionate profits. The commissioners would have to perform some clever contortion acts to prove that.

Bag of Potato Standard

THE Canadian trade should remember that there is now a standard weight for a bag of potatoes. This is 90 pounds and it holds good in every province of the Dominion. The new standard came into effect on the first of January last, as Canadian Grocer has previously stated. In the past there has been no standard weight for potatoes in Canada, but for a number of years Quebec province had one of its own—80 pounds. An effort was made by the Retail Merchants' Association to have a uniform Canadian standard of 75 pounds because it was felt that in such a case sugar bags, when empty, could be utilized for potatoes. This proposition was taken before the Government by Secretary Trowern, of the R.M.A., and what do you suppose the objection was? Government officials intimated that if the standard weight were lowered below the generally accepted weight of 90 pounds in some of the provinces, the public might think that they were being cheated. Wise Government, wasn't it?

At the time that the above legislation was effected a standard was fixed for a barrel of potatoes at 165 Dominion standard pounds. Standards were also fixed for bags of other vegetables as follows:

Artichokes	84 pounds
Beets	75 pounds
Carrots	75 pounds
Onions	75 pounds
Parsnips	65 pounds
Turnips	75 pounds

The penalty connected with the sale by the bag of any of the articles mentioned—if the weight does not come up to the standard mentioned—is not exceeding $25 for the first offence and for each subsequent offence not exceeding $50.

All dealers in vegetables should see that sales of vegetables are governed by these standard weights, to avoid the chance of a penalty and, what is still worse, the chance of lowering a good reputation.

The Cutting of Bread Profits

IT is but natural that following the rise in wheat and flour, bread should also advance. There is, however, a tendency on the part of the large bakers in some Canadian cities to advance prices of bread only to the retailer and not to the consumer.

Retailers should not stand for this. There is in the majority of centres little enough net profit on

retailing bread and if the bakers want to cut it still further, concerted action on the part of the trade is absolutely necessary. Bakers who are adopting this policy are apparently afraid to put up prices to the consumer, and as the increase in flour demands that they get more money somewhere for their bread, they are taking it from the retail grocer instead of the consumer.

This is most unfair and grocers who are affected should do something at once to counteract this new raid on their diminishing net profits.

Clean Oyster Cases

HAVE a look at your oyster display case? Is it inviting to the eye and does it keep the dirt out of the goods? These are exceedingly important matters in this day and age, for if they are not attended to properly there is every chance that customers will be lost.

In a Western Ontario daily paper of recent date was found the following, bearing on the appearance of oysters:

> "Yes, said the lady, to a local storekeeper, "these are very nice oysters, but aren't they dirty?"
>
> "Dirty!" replied the vendor, "do you think I can wash 'em and part their hair down the middle for fifty cents a quart in these war times?"
>
> This conversation carried the writer to a mark that was on the outside of the tub, but which had escaped the notice of the lady. Might I suggest to the Health Inspector that he compel the vendors of oysters to keep their tubs above the level of the street or off the pavement entirely. They make an attractive mark of observation for every passing dog out for a morning or afternoon exercise. The storekeeper, 'tis true, is not expected to give his oysters a daily bath, nor part their hair down the centre for the edification of his customers, but he should be compelled to keep them beyond the pole of temptation when curious canines meander their way.

The retailer who is careless in his methods of displaying goods that are subject to contamination as are oysters, should reflect on the impression that slovenly methods make on particular people. This is an age of cleanliness in foodstuffs, and it is up to the dealer to satisfy the most exacting customer in this respect, if he is out to get the maximum benefits from his time and labor.

Government Relief

THOUGH there is general commendation of the course the government is taking in sending relief to farmers in certain Western sections which yielded no crop last year, it yet seems that a hardship is being brought upon dealers, wholesalers and manufacturers, and indirectly upon the people whom the government want to help by certain actions of the government in this connection.

When relief is necessary the government sends an order to the local merchant, and the merchant, very frequently, sends this order—or a collection of such orders—to the wholesaler or manufacturer in payment for the goods required. The trouble with this is that the wholesaler or manufacturer, upon sending these orders to the government, gets back a cheque which is made out to the dealer who originally supplied the goods to the needy farmer. The wholesaler or manufacturer thereupon has to send that cheque to the dealer for his endorsation. The difficulty, of course, is that wholesalers are taking a certain risk with those dealers whose accounts are in bad shape. It seems the government is not paying for this relief work any too speedily—two or three months being the usual time. Now in three months some dealers are going to go into liquidation. Therefore, by the time the governments' cheque, which is really in payment of goods the merchant received from some wholesaler or manufacturer, is forwarded for endorsation to the merchant, by the wholesaler or manufacturer, said merchant may be in another part of the country.

There is one Winnipeg house which has shipped goods to the value of $65,000 against these orders on the government. It would seem that such an order is about as safe as anything could be, but in view of the fact that cheques are made out to the dealer, the order in reality is only as safe as the dealer. As far as can be made out, these orders are not a prior claim, and in case of liquidation would go in as any other claim against the merchant.

So much for the hardship of the wholesaler and manufacturer. The hardship on the dealer is that these wholesalers and manufacturers are showing some hesitancy in shipping goods against these government orders. As a result merchants are losing some business, and the farmer, who needs the goods badly in many cases, is being deprived of this assistance.

On the face, it would appear the government might in the first place make prompter payment against these orders, and in the second place, might issue cheques to whoever holds the order—not necessarily in favor of the merchant to whom the order was first made.

Editorial Notes

FEBRUARY is the great marmalade month.

* * *

THERE IS A principle involved in the tomb-stone story on another page.

* * *

HOW WOULD YOU like to be a target for a British naval gunner?

* * *

THE GROCERS CAN get even with the bread manufacturers by pushing the sales of flour.

* * *

THE NET PROFIT margin should be guarded as jealously as the British navy does the Eastern coast.

* * *

IF THE STAFF of life advances much more we may have to lean on something else—possibly Mrs. Murphy.

* * *

WE HAD ALMOST forgotten about the commission that was appointed by the Government to find out why our meals were costing us more.

* * *

LET THE STORE breathe marmalade and marmalade oranges during the coming month—give a marmalade tint to the atmospheric conditions.

* * *

WHILE IT MAY not be necessary to wash their faces or comb their hair down the centre, nevertheless oysters should be shown in scrupulously clean containers.

How Other Grocers Do Things

Adding a Meat Department

"Put your dinner all in one basket—buy your Meats where you get your groceries," the heading of a recent large newspaper advertisement used by Lecuyer & Calder, Simcoe, Ont. Following this up the introduction of the advertisement reads:

"That is what our customers will be able to do in the future. We have come to the conclusion that most women have too much to bother them and the store that can help them or make things easier for them is the store that gets the business. We have joined hands with Mr. J. A. Calder and our customers can now leave their entire provisions order with us and have no more trouble about what they are to have for dinner. We have put in a complete equipment for handling a full line of fresh and cooked meats and we will be able to supply the housekeeper with meats as well as groceries."

* * *

A Fine Ad. on Cleanliness

Many grocers when they install a new piece of store equipment which facilitates the handling of groceries or which is designed to keep them clean, advertise the fact in their regular newspaper space. J. D. Stark, a Chatham, Ont., grocer, is doing this. In a recent advertisement he says:

Our New Sanitary Grocery
Counter Insures
CLEAN GROCERIES.
You Are Invited to
Inspect It.

"It is not enough that provisions are pure and unadulterated. Dirt, flies, insects, animals or promiscuous handling may easily contaminate the purest food and make it unfit for use.

"Let others do as they may. We are taking no chances. We have bought this SANITARY COUNTER because we believe it furnishes absolute protection to our goods.

PURE AND CLEAN.

"It is the business of the manufacturer to produce PURE goods—but we make it OUR business to furnish CLEAN goods.

"If your goods come from this store you are assured that they are Good Goods and Pure Goods and Clean Goods."

* * *

An Effective Talk.

The grocer who writes copy for the newspaper advertisement is frequently at a loss as to what to say. As a result he often delays doing it until the last minute and then hasn't time to get anything into it worth while. The following, however, is an advertisement not of that calibre:

A LARGE SHARE OF YOUR
EARNINGS GO FOR
EATABLES.

So why not see that this money is wisely spent?

There is freshness, cleanliness and economy to think about.

This suggests to us that this store might be of service to you because its aim is to deal in grocery goodness.

How well it succeeds is a matter for each customer to decide personally.

We would be glad to have your opinion.

A. M. GRANDY
Georgetown
Phone 26

Mr. Grandy has hit upon a good heading and a convincing follow-up. The Freshness, Cleanliness and Economy of the goods are emphasized and the words "Grocery Goodness" is an exceptionally catch phrase. It is to be hoped that this advertisement will be followed up with more special reasons why people should deal at Grandy's. This does not mean that prices should be cut, as anybody can give goods away, but that the distinctive quality and goodnes of particular lines should be dwelt upon. The aim of every advertisement should be to create a desire on the part of the reader to possess the goods advertised.

Around the original advertisement was a heavy star border—one, in fact, which detracted from the general effectiveness. The retailer should see that the printer is careful in his border selections.

Splendid Results from an Ad.

In writing Canadian Grocer recently about the success of his newspaper advertising, F. H. Simpkins, a grocer of Ingersoll, Ont., says in part: "I have great faith in newspaper publicity. The Christmas Gift item at the bottom sold us a large quantity of these chocolates. Of course, in addition we had a good window display."

The talk on chocolates ran like this: "A CHRISTMAS GIFT that is always appreciated by both young and old is a box of GOOD CHOCOLATES. For this year we have an attractive box put up especially for us by the —— —— Co., containing ¾ lb. of the very best finest assorted chocolates, at 25 cents per box."

No wonder it got business.

Another part of the advertisement dealt with mincemeat, the sales from this being excellent. Mr. Simpkins says that previously the store sold at Christmas time around two thirty-pound pails of mincemeat, but when he wrote in reference to the matter he had already sold 300 pounds and "it is still going strong." "It is not only the big sale of the meat," he added, "but it brings into the store many new people. While some buy the meat only, there are many to whom we make sales of other goods." Two of the statements in the ad about mincemeat were: "This is rich, pure and delicious," and "Everybody who tries it is highly pleased with it."

To the sceptic who considers newspaper advertising an expense instead of an investment, these statements of Mr. Simpkins will be on considerable interest.

An executive meeting of the Grocers' Section, Ontario Retail Merchants' Association, was held in Hamilton last Wednesday evening in the Board of Trade rooms. Arrangements were made for the annual convention in April. Representatives from several Ontario cities and towns were present and a lively meeting the result. A complete report will appear in next week's issue.

Is He Liable for the Tombstone?

Point of Law Involved in a Purchase of a Stone for Which There Was Given a Verbal Order —There Was Some Delay in the Delivery—What Is Your Opinion?

IS a verbal agreement binding on the buyer of an article, or can he decline to accept it before or after delivery? If there is delay in delivering, is he bound to accept?

Bearing on these questions the following letter from a subscriber to Canadian Grocer will be interesting to our readers:

MacLean Publishing Co:

Dear Sirs,—Enclosed please find $2, for which please send me a copy of the Digest of Canadian Mercantile Laws, Eastern Edition.

I wish you would favor me by giving your point of view or your legal opinion on the following question. Some time in April, 1914, Mr. ——— of the ——— Co. called at my home and canvassed me to give him an order for a tombstone. I did not really want the stone. In fact, I needed the money I had for another purpose, and I could do without the stone until I was on a better financial footing. However, he coaxed me so much that I finally consented to take a tombstone costing $25. Mr. —— booked the order but did not ask me to sign it and promised to send the stone to my nearest railway station. After he went away I felt sorry that I had given the order, but as it was too late to be sorry I decided to put $25 to one side to pay for the stone when I got it.

However, time passed until some time in August I called at his office, and in our conversation he referred to the tombstone. He said that he was sorry he did not get the stone shipped to me before that time, that the stone was finished, but that he lost my order and could not letter it. So taking out his book he asked me the age of the deceased and date he died. I gave him this information and he said the stone would be shipped to me in a short time.

That was all I heard of the stone until Nov. 6, when I received a letter that he had shipped the stone that day, and that he was sorry for delay in sending it off. At that time I had no money to spare to pay for the stone on account of Mr. ——'s delay, so I refused to take delivery of the stone, as I considered that if he had lived up to his first agreement or even the last, the stone would have been paid for, and as he violated his contract he should pay for it. The stone is at the station yet, as I refused to take delivery of it.

Can Mr. —— make me pay for the stone? Have I a good case to defend myself? Give me your advice in the matter.

Thanking you beforehand for your kindness, etc.

Extracts From Law Synopsis.

In response to this inquiry, Canadian Grocer wrote him as follows:

Dear sir:

We have your letter of recent date, in reference to whether you would be liable for the tombstone you bought or not. While we would ask you not to take our opinion as final, we are glad to have had an opportunity of discussing the transaction in its various aspects.

From your letter, we observe that you admit having given the order for the tombstone, but it does not say at what date the stone should have been delivered to you. Later on, when you called at his office, the question of the stone came up again, but your letter does not state that any second date for its delivery was fixed. Had you done this, there might have been some reason for your breaking the contract, when it was broken by the other party.

In the first place you are aware that a verbal agreement is binding on personal property up to a certain sum. This is the case in so far as every Province of Canada is concerned, but this sum varies in different Provinces. For instance, in Ontario, New Brunswick and Nova Scotia, a verbal agreement in regard to anything under $40 is binding, and as the price of the tombstone was to be only $25, the agreement you made would necessarily be considered binding in a court of law. On page 145 of the book which you bought from us entitled "The Digest of Canadian Mercantile Laws," under the section—When a Verbal Agreement is Binding—you will note that it says this: "Retail merchants and other traders, giving verbal orders to commercial travellers or others for a smaller sum than those respectively for the different Provinces named above, cannot cancel their order, except by permission of the wholesale house or the manufacturing firm, and if the goods are not received, when shipped in accordance with the order, the shippers have an action for damages, which would naturally be the price of the goods, but if the amount is over the sum named here for each Province, the order may be cancelled **any time before the goods have been actually shipped,** and the wholesale house or manufacturers have no option in the matter."

It goes on further to say that "If either party should violate a binding contract for purchase or sale, he would incur a penalty to the amount of damages the other party could prove he suffered by the breach of contract, which amount would naturally be the price of the article."

It seems to us that your transaction would come under the above.

Then there is the fact that even after the stone was not delivered at the time you expected it, you did not cancel the contract, which, it may be, you were at liberty to do, if you had in the first place set a date for the delivery of the tombstone. This is our opinion, as we cannot find anything to cover such a situation in the Digest of Mercantile Laws.

If you feel that you do not care to fight the matter, and if you do not want to take the tombstone, we would suggest that you submit a proposition to the company from whom you purchased it, offering to cover the expense of the inscription on the stone, and any further expense that would have to be incurred in removing it.

Canadian Grocer would appreciate opinions and experiences of others on the point of law involved in the above transaction.

U.S. GROCERS HELPING THE BELGIANS.

Eighty thousand retail grocers throughout the United States are cooperating in the campaign launched by the woman's section of the commission for relief in Belgium to obtain boxes of food for adults and babies to be shipped to the Belgian sufferers.

In an announcement to this effect made to-day by the commission it was stated that placards instructing the public where to buy and how to ship the food boxes have been placed in all retail grocery stores. Committees in forty-eight States have been notified to receive the donations and turn them over to shipping agents.

A BRITISH WAR SONG.

Mutton chop and steak and peas,
Strawberry jam and Stilton cheese,
Schweeken Tom und Bess und Fred,
How many Germans are there dead?

The Clerks' Page

Answers to Salary Question

SAYS B IS BETTER OFF.

Editor Clerks' Page,—Re your question:—

A gets $500 + 50 + 50 = $600; B gets $500 + 200 = $700. Therefore B is the better off by $100.

Why:—A reeeives $600 per year; B receives $700 per year. Therefore B is the better off, beeause he reeeives the highest salary.

Jan. 21, '15. Alex. C. P———,
Griswold, Ont.

* * *

ANOTHER FAVORS B.

Editor Clerks' Page,—I herewith enclose my answer to the salary question in regard to the two clerks. Now it does not state how long they worked under those eonditions, but should they work a period of five years, B would be much better off than A; but A would be the better off the first year. The second year they would break even (i.e., $700), and from that time on B would be the better off—$50 the 3rd year, $100 the 4th year, and $150 the 5th year, according to the following figures:

First six months A gets $250 and B $250.

Seeond six months A gets $300 and B $250.

For the year A gets $550 and B $500.

First half of seeond year A gets $325 and B $250.

Seeond half of seeond year A gets $375 and B $450.

For seeond year A gets $700 and B $700.

First half of third year A Gets $400 and B $350.

Seeond half of third year A gets $450 and B $550.

For third year A gets $850 and B $900.

First half of fourth year A gets $475 and B $450.

Seeond half of fourth year A gets $525 and B $650.

For fourth year A gets $1,000 and B $1,100.

The answers sent in by L. Vanvelson, Austen Duffy, J. H. A. Lloyd and S. Godfrey are correct, as were those of J. Cecil Bradley and Russel E—— in last week's issue. A is fifty dollars better off each year. Several correspondents have assumed that A's raise was one of $50 a year granted every six months, but the problem as originally given distinctly stated it was to be $50 every six months.

A raise of $50 every six months is a raise of $100 a year, granted every six months, so that each year A gets two raises of $100 a year and B gets one raise of $200. Thus A gets $50 a year more than B because half of his total annual raise starts 6 months before B's starts. Otherwise their raises are the same, two raises of $100 being equivalent to one of $200.

First half of fifth year A gets $550 and B $550.

Second half of fifth year A gets $600 and B $750.

For fifth year A gets $1,150 and B $1,300.

B is therefore $150 better off.

NORTH BAY CLERK.

Editorial Note.—In these calculations the error was made in giving A a raise of only $25 every six months after the first year.

* * *

A LITTLE WRONG ON B'S RAISE.

Editor Clerks' Page.—Answer to the salary question:—

A's 1st 6 months brings him $250+$50=$300.

A's 2nd 6 months brings him $300+$50=$350.

1st year brings him $650.

A's 3rd 6 months brings him $350 + $50=$400.

A's 4th 6 months brings him $400 + $50=$450.

2nd year brings him $850.

A's 5th 6 months brings him $450 + $50=$500.

A's 6th 6 months brings him $500 + $50=$550.

3rd year brings him $1,050.

In three years A gets $2,550.

B's 1st year brings him $500+$200=$700.

B's 2nd year brings him $500+$200=$700.

B's 3rd year brings him $500+$200=$700.

In three years B gets $2,100.

A gets $2,550 less $2,100=$450 more than B.

TORONTO CLERK.

Jan. 23, '15.

* * *

JUST A LITTLE ASTRAY.

Editor Clerks' Page:

Dear Sir,—I send the following answer to your question figured for three years:—

A gets $500 divided by 2=$250 1st six months.

A gets $550 divided by 2=$275 2nd six months.

Equals $525 for 1st year.

A gets $690 divided by 2=$300 3rd six months.

A gets $650 divided by 2=$325 4th six months.

Equals $625 2nd year.

A gets $700 divided by 2=$350 5th six months.

A gets $750 divided by 2=$375 6th six months.

Equals $725 3rd year.

B gets $500 1st year.

B gets $700 2nd year.

B gets $900 3rd year.

1st year A is ahead $25.00.

2nd year B is ahead $75.00.

3rd year B is ahead $175.00.

E. D. M.,
Campbellville, Ont.

* * *

A's RAISE WAS $50.

Editor Clerks' Page,—Replying to "A Question in Mathematics," I figure at the end of one year A is the better off by $25.00, while at the end of five years B has earned $875.00 more than A.

Below please find such earnings for five years:

B 1st year	$ 500.00
B 2nd year	700.00
B 3rd year	900.00
B 4th year	1,100.00
B 5th year	1,300.00
	$4,500.00
A 1st 6 month	$ 250.00
A 2nd 6 months	275.00

A 3rd 6 months	300.00
A 4th 6 months	325.00
A 5th 6 months	350.00
A 6th 6 months	375.00
A 7th 6 months	400.00
A 8th 6 months	425.00
A 9th six months	450.00
A 10th 6 months	475.00
	$3,625.00

As this question has raised some discussion here, will be pleased to have a reply.

Yours sincerely,
Jan. 21, '15. C. A. R.,
North Bay, Ont.

Editorial Note.—In this an error was made by inferring that A received an advance of only $25 every six months instead of $50 which was announced in the question.

• • •

A YOUTHFUL MATHEMATICIAN.

Editor Clerks' Page.—Solution to clerk's salary problem is as follows:—

A's SALARY.

From Jan. 1, 1st year to June 30.	
A's wages are .....$	250
From June 30, 1st year, to Dec. 31	
A's wages are	300
From Jan. 1, 2nd year, to June 30	
A's wages are	350
From June 30, 2nd year, to Dec. 31, A's wages are	400
From Jan. 1, 3rd year, to June 30, A's wages are	450
From June 30, 3rd year, to Dec. 31, A's wages are	500
From Jan. 1, 4th year, to June 30, A's wages are	550
From June 30, 4th year, to Dec. 31, A's wages are	600
From Jan. 1, 5th year, to June 30, A's wages are	650
From June 30, 5th year, to Dec. 31, A's wages are	700
A's total wages .....$	4,750

B's SALARY.

From Jan 1, 1st year, to Dec. 31,	
B's wages are .....$	500
From Jan. 1, 2nd year, to Dec. 31,	
B's wages are	700
From Jan. 1, 3rd year, to Dec. 31,	
B's wages are	900
From Jan. 1, 4th year, to Dec. 31,	
B's wages are	1,100
From Jan. 1, 5th year, to Dec. 31,	
B's wages are	1,300
B's total wages .....$	4,500

At the end of five years A is better off by $250.

LAURIE VANVELSON,
(Aged 14 years).
Wroxeter, Ont.

Editorial Note.—Laurie adds to his letter: "You can't 'eod' me;" his answer is correct, but we have another good problem for him soon.

• • •

QUITE CORRECT.

Editor Clerks' Page,
Canadian Grocer:

Dear Sir,—I read your question on the clerk's page and think it is a splendid one. I consider that A is the better off. I figured it for three years' time thus:—

A makes $250 and B $250 first 6 months.
A makes$300 and B $250 2nd 6 months.
A makes $350 and B $350 3rd 6 months.
A makes $400 and B $350 4th 6 months.
A makes $450 and B $450 5th 6 months.
A makes $500 and B $450 6th 6 months.

Total A makes $2,250 and B makes $2,100 in 3 years.

A makes $150 more in 3 years.

If the system was continued for a greater length of time A's advantage would be greater. A makes $50 more every year.

AUSTEN DUFFY,
Jan. 25, '15. Grand Valley, Ont.

• • •

HE WOULD ACT WISELY.

Editor Clerks' page.—Here is what I think is the solution to the problem:—

First Year.

A—1st six months $250, 2nd six months $300, 1 year $550.

B—1st six months $250, 2nd six months $250, 1 year $500.

Second Year.

A—1st 6 month $350, 2nd 6 months $400, 1 year $750.

B—1st 6 months $350, 2nd 6 month $350, 1 year $700.

Third Year.

A—1st 6 month $450, 2nd 6 month $500, 1 year $950.

B—1st 6 months $450, 2nd 6 month $450, 1 year $900.

I would accept A's proposition as I would get $50 more than B each year, and have the use of the money for six months.

J. H. A. Lloyd,
Jan. 20, '15. Nanaimo, B.C.

• • •

LOGICAL REASONING.

Editor Clerks' Page — In answering your problem of Jan. 15, 1914, I would like my result to be considered.

A is the better off.

At the end of the 1st year, according to agreement B gets $500. A gets $250, at the end of 6 months and his $50 raise at the end of the other 6 months, which added to his 2nd 6 months' salary of $250, altogether totals to $550.

Therefore A is $50 better off than B. Similarly B gets $700 at the end of his second year while A gets $350 for the first 6 months and $400 for the second totalling entirely to $750 for that year. He therefore has $50 more again.

This will be found at the end of every year, i.e., A is $50 better off than B at the end of each year.

S. GODFREY.
371 Spadina Avenue, Toronto.

THE ENCYCLOPEDIA

THE SEVILLE OR BITTER ORANGE.

The first orange known to civilization was the Seville or Sour Orange (the French Bigarade), which was brought into Spain by the Moors early in the eighth century, nearly seven hundred years before the sweet orange made its appearance in Europe.

The Seville orange tree is smaller than that bearing the sweet orange, more inclined to be spiney, and with leaves more nearly elliptical in shape. The oil cells of the fruit are concave and both the pulp and rind are heavier and coarser.

Unless very ripe and considerably sweetened, the Seville orange is not to the average palate a pleasing fruit to be eaten raw, but it is grown very largely throughout Southern Europe, and to some extent here, for use preserved and in liqueurs, perfumery, etc.

In the preserved form it is best known as Marmalade, but great quantities of green fruit are also preserved and candied whole.

The Spaniards brought the Seville orange to Florida, and there it found a soil and climate so well suited to its requirements, that wild groves were soon to be found all over the State—to such an extent, indeed, that many authorities held for a long time that the tree must be native to the country. The wild groves have, however, almost entirely disappeared—many of them killed by the severe freezing spells of a few decades ago and a majority of the remainder have been budded to the sweet variety.

The sour-sweet orange is merely a local variety or adaptation of the Seville.

The first record of the use of marmalade is found during the reign of Henry VII, the original marmalade having been made from the quince, the Portuguese name for which is marmelo.

LETTER BOX.

Jan. 23rd. 1915.

Editor Canadian Grocer:

Will you please tell me where I can purchase tinned mackerel?

Toronto, Jan. 25, 1915. S. P. W.

Editorial Note.—H. P. Eckardt & Co., Toronto, will be able to supply you.

The British Sugar Deal

After Market Had Been Boosted Government Found Itself Heavily Stocked and Hence Embargo Against Imports.

When the British Government placed an embargo against further imports on sugar last fall, it was generally understood that this was done to prevent Germany realizing indirectly on her large quantities of beet sugar. At the time Canadian Grocer advanced the suggestion that there might have been another reason for this embargo move. It will be remembered that after the outbreak of war Great Britain took over the sugar business of the nation—fearing a famine — and bought up large stocks at high prices. Later these prices were found not to be justified by the market conditions and the Government stood to lose on the sugar deal. This, as we pointed out at the time, probably had much to do with the embargo against imports.

The following report of the year in sugar of James Dunn, Ltd., of Glasgow, read in this connection will be found interesting:

"It early became plain," says the report "that the Government purchase and the Royal Commission's arrangements to supply refiners was not working satisfactorily, competitive offers coming from second-hand sellers at relatively lower prices. Toward the end of October the commissioners reduced values 2s. 6d. per cwt. in order, they say, to contend with the opposition from independent holders.

"It had become clear that the transference by purchase of 1,000,000 tons of sugars by Government account was not sufficient to dominate the situation. The world's visible supplies and the invisible accumulations from the overproduction of former years were too heavy to be easily held in check, so that, with prices double those of quite recent times, offers to sell began to pour in from all sorts of places at rates so much under those quoted for Government sugars as to place the latter in a position which rendered them practically unsaleable.

"In a word, an operation considered necessary in order to prevent a sugar famine was overborne by conditions dead against any such conclusion, so that, what with Government prices maintained at a high level, offers from producing countries of ready, near and forward delivery sugars much under Government rates, and finally by the most mysterious remedy against famine, the prohibition of further imports, an artificial situation was established which reduced everything connected with the trade to what may be described as a state of suspended animation.

"It may appear strange, seeing their position towards the trade gave them not the slightest claim for consideration, that it was to arbitragists the Home Office authorities committed the manipulation of the Government speculation, and equally so that the subsequent disposal of the sugar had all but fallen into the same hands. As regards the latter part of the affair, however, the Royal Commission had by the time it became necessary to attempt liquidation come into existence, and appeals for consideration having been made to its members through a coalition, astutely formed of claimants who had really suffered through the action of the Government, and those whose business had been upset in quite another way, this point in the affair became interesting.

"As the result of these appeals the work and emoluments affecting this section of the transaction underwent a process of distribution, which, perhaps, because it did something to fill the gap made in the business of the former and provided a gift in the shape of the lion's share in the spoil for the latter class, is being carried out with as much gravity as such a position of affairs can properly support.

"As to the world's probable supplies for 1915, the reductions in European production arising from the war are not likely to be so great as to drive up prices to any very extreme point, or, in fact, even to maintain them under fair conditions at their present level. The supply, now practically restricted to cane sugar, required to meet the drafts on account of this country need give no concern.

"It was recently made abundantly clear how much was possible in this respect when the Government adventured upon the business of sugar dealing, and judging by the readjustments which are taking place in the matter of supply the facilities for purchasing are certain to be as great as they were then seen to be. The 1,800,000 tons required to meet the consumption of the United Kingdom will easily be obtained from the 7,200,000 tons of cane sugar which from all reliable accounts appears as the minimum production available for 1915, so that with the assistance of the British Navy in keeping the trade routes open a return to normal conditions and lower prices may be anticipated."

SELLING MARMALADE ORANGES.

(Continued from page 22.)

The rear of the window was banked up with several cases of oranges both bitter and sweet, the cases being on the slant and the wooden ends covered with cloth so that they did not show. On a step in the centre were two candy glass jars filled with granulated sugar and on a still higher platform behind that again was a display of glass jars. Just inside the plate glass were some half dozen pyramids of glass jars of finished marmalade with four to a pyramid. The whole marmalade story was told in that trim and with a show card made with a cut of a small orange-branch in natural colors, which the cardwriter had cut from an old card that had come with a shipment of marmalade some time before, it was difficult to resist. Beneath was merely written "All REQUIREMENTS for FINEST MARMALADE." The window, too, was trimmed with the same orange-colored paper ribbons as the interior—in fact, the entire store certainly breathed oranges and marmalade.

Then there was the advertisement in the paper to complete the campaign. Can't you imagine how successful the whole thing would be?

Jepson never sold so many oranges before in such a short space of time. And he didn't cut a price either. That was against his principles. He always made it a strict rule as his father before him had done to make a net profit on everything—so that the orange, sugar, fruit jar and marmalade sale was a particularly profitable one for him.

HEARD IN A RESTAURANT.

"Where's my baked potato?" asks a customer. "Mrs. Murphy in a sealskin coat!" shouts the waiter.

"Two fried eggs. Don't fry 'em too hard," says a customer. "Adam and Eve in the garden! Leave their eyes open!" shouts the waiter.

"Hash," says a customer. "Gentleman wants to take a chance!" shouts the waiter. "I'll have hash, too," says the next customer. "Another sport!" shouts the waiter.

"Glass of milk," says a customer. "Let it rain!" shouts the waiter.

—Kellogg's Square Dealer.

GOOD READING FOR THE TRAVELER.

The Canadian Grocer:

Dear Sir.—I read Canadian Grocer each week and find lots of news to interest me, even if I am not a grocer. I wish you all success for the present and future years.

JAMES McKENZIE.

London, Ont.

Annual Meeting Saskatoon R.M.A.

Banquet and Annual Meeting of the Saskatoon Retail Merchants' Association Held on Jan. 21 — Endeavoring to Make City Big Retail Centre — Preparations for Forthcoming Convention in May.

THE annual meeting of the Saskatoon Retail Merchants' Association was held on January 21. J. L. S. Hutchinson, of the Saskatoon Hardware Company, Limited, who for the past two years has been president of the association, retired from the presidency, and C. T. Woodside was unanimously elected for the next twelve months, and in addition to the other officers appointed, committees were elected to carry out the arrangements for the Retailers' Convention, which is to be held in the city, May 11, 12, and 13, when between 500 and 600 delegates are expected to be present from all parts of the province. One of the most important proposals dealt with was that of running frequent excursions into Saskatoon during the summer from various country points, in order to build up Saskatoon as a retail centre, the excursionists to be repaid a certain percentage of their purchases from members of the association.

Mr. Hutchinson's Address.

Before the business proceedings an excellent luncheon was served. J. L. S. Hutchinson afterwards presided, and the success of the association during the past year, as reflected in the large attendance at that gathering, was the note which ran through his opening address. Regina, Moose Jaw, and Weyburn were also, he said, meeting with great success in the work of the association. Referring to the benefit which accrued to Saskatoon by the head office of the association being located in this city, he reminded the retailers that they also derived benefits from membership in the Provincial and Dominion Association. He referred to the reciprocal benefits to be derived by the retailer and the farmer, and hoped the membership of the association during the ensuing year would be trebled. He believed that within a few months' time they would be able to place an insurance scheme before the members which would save them in premiums from 25 to 50 per cent., and would not depreciate their policies one iota, because they would be standardized, and would not contain any catch clauses.

Mr. Hutchinson also touched upon various phases of the year's work of the association, and the saving which was effected to retailers especially by taking advantage of the credit rating system. Past and prospective legislation in the interests of retailers was also touched upon. Speaking of the forthcoming Retailers' Convention, to be held in Saskatoon on May 11, 12, and 13, he said he believed that it would be the largest retailers' convention ever held in the province, and hoped every member would do his best to make it a huge success. As he retired from the position of president of the association, after two years, he hoped that the officers to be elected for the ensuing year would be "live wires," increase the membership of the association, and keep the good work going.

J. L. S. HUTCHINSON,

of the Saskatoon Hardware Co., Ltd., Saskatoon, Sask., retiring president Saskatoon Retail Merchants' Association.

F. E. Raymond, secretary, gave a very comprehensive report of the year's work of the association, dealing with all the questions which had been brought before them during the twelve months, and showing that the association is very much alive to the interests of retailers, both in the city and country.

At the close of 1914 the association had 83 members, 42 of whom were in good standing. He pointed out in regard to their credit rating system that they had approximately 5,000 names on the file and in some cases as many as eight or ten ratings on the same party, and the number of names on the file was being added to continually.

The President, commenting on the business tax, which they had asked the council to reduce, said that while the tax at Regina and Moose Jaw was higher than at Saskatoon, at Prince Albert they had been promised a reduction of 40 per cent. They did not want it done away with, but they felt the retailers should be encouraged rather than discouraged by the City Council.

The president's and secretary's reports were adopted, and J. M. Brayey, in the absence of F. E. Guppy, read the treasurer's report, which showed that they commenced the year with $98.12 cash in hand and finished the year with $267.12 in hand.

The following officers were then unanimously appointed:—President, C. T. Woodside; first vice-president, Harry Tupling; second vice-president, F. E. Fawcett; hon. secretary, J. H. Sewell; treasurer, H. O. Jones.

In connection with the forthcoming convention, the following were appointed:—Billeting committee, C. D. Mitchner, A. W. Wylie, and F. Holmes; entertainment committee, J. Burton, Ald. Paul, H. J. Currie, Twiss, J. A. Pretty, D. F. Streb; reception committee, J. A. Pretty, E. J. Meilicke and F. M. Beatty.

It was intimated that during the convention, in addition to the business meetings, there would probably be lectures on various subjects in the evenings, theatre parties in the afternoons, a banquet, a performance of the oratorio, "Elijah," and probably lectures by Dr. Krebs on business methods and salesmanship.

H. Tupling, in thanking them for the honor they had conferred upon him, spoke of the spirit of co-operation which should exist amongst the retailers of the city, and said he should like to see Saskatoon in 1915, which was expected to be the banner year, the centre of the wheel of commerce and the association the biggest organization in the province.

J. Burton, manager of J. F. Cairns' store, said a great deal had been said with regard to the benefits to be derived by the city from the work of the association, but so far nothing had been said with regard to building up the trade of the city as a retail centre. What was wanted now was money, not talk, and this year they would have to do all they could to increase the returns from their businesses. He then suggested that during the summer, excursions should be

(Continued on page 35.)

Current News

Quebec and Maritime Provinces.

Roy & Fils, grocers, have registered at Bromptonville, Que.

Hamel & Glaude, general merchants, St. Claude, Que., have registered.

Weir Bros., grocers, Smith's Cove, N.S., sustained a fire loss reeently.

The store name of W. H. Scroggie, Ltd., Montreal, has been changed to Almy's, Limited.

Brazinet & Brodeur, wholesale and retail grocers. St. Hyaeinthe, Que., have obtained a eharter.

Johnston & Kitchen have opened a wholesale and retail groeery business in Fredericton, N.B.

Alex. Hendery, tea importer, Montreal, who sustained serious injury in a fall, is still confined to his home.

The premises of J. H. LeFebvre, grocer, St. Lambert, Chambly Cty., Quebec, were damaged by fire reeently.

Samuel Hohen has opened a new store at 1506 Park Ave., Montreal, under the name of The Up-to-Date Grocery.

William Stanway, senior partner of the firm of John Hope and Co., eommission merchants, 18 Alexis street, Montreal, died on Monday last. He was 66 years of age.

George H. Millen has been eleeted president and manager of the E. B. Eddy Co., Limited, Hull, Que. Jno. F. Taylor was added to the board of directors and secretary, and David Tilley was also added to the board of directors with the offiee of treasurer.

According to an announcement by Lewis J. Seidenstieker, local manager of the new sugar refinery of the Atlantie Sugar Refineries, Ltd., St. John, N.B., they will be in operation in February unless unforeseen difficulties arise. The new machinery in the building has been given a working test and has proved satisfactory.

W. H. Halford, representing Furuya & Nishimura, Montreal, has returned from a trip to Winnipeg and other Western points. He found considerable aetivity in all kinds of teas, during the whole of the month, partieularly in Ceylon blacks and Japans. Import orders, he said, are being eonsiderably increased, owing probably to Ceylon greens having gone eompletely out of the market. Everything, he says, points to healthy conditions in the future, from Winnipeg to points further west.

Ontario

Myrtle M. Dawson, grocer, Toronto, has sold to M. A. Ross.

J. Fuller has purchased the grocery business of Robt. C. Morrison, Toronto.

Nelson McRae, general merchant, Wyebridge, Ont., died last week.

Alex. Mills, general merchant, Eganville, is sueceeded by R. P. Mills.

C. J. Leaeh, grocer and confectioner, of North London, Ont., has added a fine motor truck to deliver his goods.

Hanson Harris, general merehant, Gobles, Ont., passed away suddenly at the breakfast table last week.

Alexander Mills, general merchant, Eganville, Ont., is sueceeded by R. P. Mills.

The merchants of Barrie, Ont., have petitioned the eouncil for a $200 fee for transient traders.

Prescott, Ontario, merehants have petitioned the town council to raise the fee on transient traders.

R. Yerex has built a store on Ridout street, London, Ont., and has opened up a grocery business.

James Whaley of Woodstoek, Ont., has bought the grocery business of James Allen, Ontario street, Stratford, Ont.

E. S. English, grocer, of Adelaide St., London, Ont., has sold his store to D. Stewart, and is going back to the farm.

The Ontario Commercial Travellers' Asociation are objeeting to the Grand Trunk cutting off eertain of their trains.

Damage to the extent of $150 was done by fire in the store occupied by J. F. McKeown, grocer, Fort William, Ont.

The Quaker Oats Co., Peterborough, Ont., are making several improvements and additions to their plant there. Extensions are also eontemplated at their Saskatoon plant.

A meeting of the members of the Ontario Tobacco Growers' Association was held at Blenheim, Ont., last week to organize for the sending of a deputation by special train to Ottawa to intereede with the Government and ask for a protective duty for the tobaeco growers.

E. M. Trowern, secretary of the Retail Merchants' Association, Ontario and Dominion Boards, was in Ottawa the end of last week in the interests of assoeiation work. The association is endeavoring to get through certain amendments to acts affecting the merchants, and members of the Government were interviewed in this regard.

A branch of the Retail Merchants' Assoeiation has been formed at Simcoe, Ont., through the work of E. Newton, organizer. The officers are: President, W. C. Barber; vice-president, H. A. Carter; seeond vice-president, Geo. O. Werrett; secretary, F. T. Brook; treasurer, Grover C. Murdoch.

The Dundalk Produee House, Dundalk, Ont., is opening a wholesale and retail produce store in Toronto. This announcement is made by the officials in a Dundalk paper: "We are opening a wholesale and retail house in Toronto, where we will be able to escape the commission man's unreasonable toll. The enormous quantitiy of produee we have been getting lately forees us to seek a better outlet and now look for better prices."

Western Canada.

The Regina Broom Factory, Regina, Sask., is now in operation.

The Lake of the Woods Miling Co. have opened a branch offiee at Calgary.

The big general store of P. Lebel & Co., Pincher Creek, Alta., was destroyed by fire last week.

Peter Watt, Transeona, Man., has enlarged his groeery store and installed a combination meat and coffee grinder.

The merehants of Macleod, Alta., are opposing strongly a proposed business tax on them. They claim that the reason the council wants to impose this tax is that it has failed to eollect the arrears in taxes.

James M. Baker, Calgary, Alta., has resigned his position as general manager of the Hudson's Bay Company. Mr. Baker has been with the Hudson's Bay Company for about 20 years. He eame out to Rat Portage, now Kenora, in 1879, and joined the Hudson's Bay Company there in 1895. He remained at Kenora for four years, when he was transferred to Fort Frances. From there he migrated to Fort Qu'Appelle, subsequently leaving there to become manager of the Calgary braneh in 1906.

A. S. Scott, grocer, Brandon, Man., is succeeded by Miss. D. Hawkins.

Farmers in Alberta are discussing a proposal to erect a pork packing plant under an offer from the Government. Fifty thousand hogs a year must be guaranteed before the Government will go into the scheme.

J. H. Gillespie, general merchant of Cabri and Abbey, Sask., died at his residence in Cabri recently. Mr. Gillespie was a son of the late Squire Gillespie, of Cannington, Ont., and for a number of years had been closely identified with large business interests in Western Saskatchewan. He was Cabri's first mayor.

Over 40 members of the Moose Jaw, Sask., Retail Merchants' Association attended the annual meeting held at the Empress Hotel last evening. Previous to the business of the meeting a luncheon was served. N. J. Porter gave a report of the work of the local branch of the association during the past year, and G. A. Maybee reported on behalf of the Dominion and Provincial Associations. The election of officers for the ensuing year was the main feature of the meeting. N. J. Porter was re-elected president; C. Williams, first vice-president; W. J. Binning, second vice-president; George Morrison, treasurer; H. A. Davidson and S. D. McMicken, auditors; and R. Patton, secretary. A discussion of the business tax of the merchants took place, and it was decided to ask a committee to wait on the Board of Trade at its meeting next week to discuss a reduction of the business tax of the merchants. The secretary was instructed to arrange for a noon luncheon one day each month, which would take the place of the regular meetings of the association.

CHINA LOOKS TO CANADA.

Ottawa, Jan. 26.—J. W. Ross, Canadian Trade Commissioner at Shanghai, reports that since the outbreak of the war there have been many inquiries for Canadian-made goods usually supplied by European countries to China. Mr. Ross adds:

"The commodities in greatest demand at present are those which other countries are also eager to buy: paper, pulp, flour and chemicals. The war was brought about with startling suddenness and stocks of all kinds had not been accumulated in anticipation of any such event. It is therefore presumable that stocks of every description of goods are low in all importing countries. Merchants in China in particular are not overstocking in anything, with the possible exception of Manchester goods and these are gradually being worked off. This market is indeed rarely over-supplied. The merchants, being assured of many avenues of supply, are satisfied to buy only upon orders actually in sight, through catalogues and samples."

STAFF GATHERINGS

At the annual convention of the selling staff of Mason & Hickey, manufacturers' agents and commission brokers, Winnipeg, representatives were in from all parts of the West, and while being entertained in royal style, full time was taken for discussing the various problems connected with the lines represented. W. Harper, of the Harper Presnail Cigar Co., Hamilton, was in attendance and addressed the salesmen. W. T. Johnson, Canadian sales manager for Procter & Gamble Co., of Cincinnati, was also present and took up with the representatives many of the problems relating to his lines.

ANNUAL MEETING SASKATOON, R. M. A.

(Continued from page 33.)

run into the city from various parts of the country, say, Tuesdays and Fridays. Each member of the association could contribute a donation towards this, and a certain percentage of the money spent by those who came in could be returned to the customers, the stubs of their receipts being turned in to a central office. A combined system of advertising the price of their goods and these excursions in the newspapers could be adopted, and he believed that great benefit would accrue to the business houses of the city if this was adopted. He mentioned that the same thing had been tried at Weyburn, and one merchant had 1,100 visitors in his store in one day as the result. The executive was asked to take up the matter, in conjunction with Mr. Burton, at their next meeting.

CANNERS' BIG CONVENTION.

From February 8 until the 13th the annual meeting of the National Canners' Association, the Canning Machinery and Supplies Association, the Brokers' Association, the Milk Packers' Association, will be held in New York City.

CANNED GOODS AGENCY.

A large British firm, employing thirty travelers covering Great Britain, are desirous of adding some Canadian lines, including canned fruits and vegetables, canned salmon and canned lobsters. Firms interested should communicate with manager of Canadian Grocer.

Picture of selling staff of Mason & Hickey taken at time of annual convention at Winnipeg. Upper row (left to right): W. A Randolph, J. J. Higbie, J. H. Broderick, W. Harper, and W. T. Johnston.
Middle row (left to right): D. B. McKenzie, D. W. Blackman, W. J. Mason, J. H. Hodgson, and C. W. Griffin.
Front row (left to right): W. B. Grant, F. W. Jarvis, L. P. Mason, H. J. Hickey, S. M. Screaton, A. H. Jarvis.

Teas Are Up Again

For the Fourth Week Teas Are up in London a Farthing — Market is Very Firm — Sugar Easier, With None but Speculative Buying — Beans Advance 25c in Montreal — Much Buying in Many Lines on Possibility of Duties.

Office of Publication, Toronto, Jan. 28, 1915.

WHETHER we shall have the "promised" war-tax on tea, sugar, coffee, etc., will now soon be known. But from the way many in the trade are purchasing, it would appear that they had inside information. One tea peddler is known to have made a $20,000 purchase in anticipation of a tax. A tea importing house in one of the large Canadian cities has 8,000 chests afloat and is hoping that the shipment may arrive before Finance Minister White brings down his budget. Still another firm has bought $30,000 worth. All three are known cases where the tax is considered a surety. On the other hand there are big tea men not expecting it, and it is to be hoped that they are correct. A five-cent a pound tax would bring in a revenue of $1,900,000 on the basis that Canada consumes 38,000,000 pounds in a year. If tea is taxed, and it is 10 cents per pound, the revenue would be $3,800,000. While this might be considered an attractive plum by the Government officials, it should be remembered that the bulk of this money would come from the poorer people. Let us hope that the revenue required will be obtained from sources better able to furnish it such as movies, theatres, and other luxuries.

There is still buying going on in anticipation of another duty on sugar, but a bigger chance is being taken here.

That the farmer is getting the cream during this great war period is evidenced by the rapid advance in flour during the past two or three weeks Since the first of the year Manitoba first patents have advanced 90 cents per barrel, whereas Ontario wheat flour in the same period went up $1.10 cents. These advances of course followed the wheat market which has been a particularly strong one since January first. One of the chief reasons for the wheat advance is the fact that farmers are holding for more money and it would not be surprising to many should they eventually get $2. The flour situation is exceedingly strong, an advance of 20 cents per barrel having taken place since last week on both Manitoba and Ontario wheat flours. Oats are higher and so is rolled oats.

The farmer too who is holding beans is getting in right. This week has seen the bean market firmer with an advance of 25 cents per bushel announced in Montreal.

The weather seems to have a great deal to do with the egg market. The stormy and colder weather in Ontario firmed prices of new laids at the first of the week and should February hold its reputation for severity in atmospheric conditions, freshly laid eggs will not decline rapidly.

Butter too is higher in the Eastern markets this week on account of export enquiry, and cheese has also gone up about ½ cent per pound. All these things indicate the fine position of the farmer these days.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Winter wheat flour up.
- Rolled oats advance 20c.
- Spring wheat flour firm.
- Good demand for all feeds.

PRODUCE AND PROVISIONS—
- New laids declining.
- Storage eggs advance.
- Cheese up slightly.
- Finest creamery, 33c.
- Compound lard advanced.

FRUIT AND VEGETABLES—
- Rhubarb arrives; $1.25 dozen
- Apples and oranges active.
- New potatoes here; $8 bbl.
- Cauliflowers cheaper.
- Lettuce up slightly.

FISH AND OYSTERS—
- No frozen herrings.
- Fresh lobsters plentiful.
- Oysters move slowly.

GENERAL GROCERIES—
- Beans advance 25c bushel.
- Split peas still scarce.
- Big business in tea.
- Rice market very quiet.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Manitoba flour up.
- Ontario higher too.
- Rolled oats firm.

PRODUCE AND PROVISIONS
- Butter for England.
- New laids firmer.
- No chance for Americans.
- Cheese very firm.

FRUIT AND VEGETABLES
- Bitter oranges moving.
- Navels firmer.
- Onions firmer and higher.
- Brussells sprouts down.
- Apples steady.

FISH AND OYSTERS
- Quiet market.
- Oysters selling well.
- Good demand for halibut.

GENERAL GROCERIES—
- Tea up once more.
- Sugar quiet.
- Prunes very firm.
- Filberts stronger.

QUEBEC MARKETS.

Montreal, Jan. 28.—Tea continues to be the centre of interest. Prices in some cases have advanced fully twenty per cent. in the past week or so, and as stocks are now confined to two or three houses, wholesalers and other dealers who are anxious not to be caught without good supplies of tea, higher prices are being paid. One large holder is content to carry his stock, which is new, over February, and reap the advantages of higher prices, should a heavy duty go on. Prospects of war taxes are also influencing business in other lines, but apparently not to the extent of a week ago.

Apart from tea, Canadian beans are attracting probably most attention, the market having shown distinct firmness during the early part of this week. About 25c per bushel more is being paid, and several big sales have been made at enhanced prices. Good prices are still being paid for split peas, which seem to be scarce still. An advance of 20c took place in the price of rolled oats this week, which follows a 25c advance in package oats of two weeks ago. Winter wheat flour has advanced about 50c per bbl. during the past ten days. A firm feeling exists both in winter and spring wheat markets. New arrivals are noticed on the fruit and vegetable markets, including rhubarb, new potatoes from Bermuda, and strawberries, but prices are too high for the average grocer. New-laid eggs are easing, while storage eggs have advanced slightly.

Retailers are not speculating much on the possibility of war tax on tea, but in many cases have laid in stocks for four to six months ahead. Wholesalers have not raised prices unreasonably—simply keeping pace with the primary market, which has gone up about 15 per cent. Wholesalers report a slightly better demand from the retail trade for rice on account of a possible tax.

SUGAR.—Some of the trade are protecting themselves against a possible

war tax, which is causing a little extra buying. Refiners, as stated before, are not encouraging speculation, and if a man buys for future delivery, he has got to pay the war tax if there is one. There is a temporary spurt of business before the budget is handed down. Manufacturers of chocolate and biscuits are also protecting themselves, indicated by inquiries received from them. Demand from retailers for sugar is a little above normal, but buying is not general. If some retailers were to begin buying sugar now, they would be asked by the wholesaler about payments due for November and December. This spurt in business is helping to hold the market up, and the announcement of another refinery in the field is liable to have some further effect. Raws in New York were firm early in the week, and refined was firm at $5.05.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	5 90
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 50
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lumps—	
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	8 35
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—A slight drop took place in the price of new Sultana raisins, which was rather surprising, considering that they are hard to get. Currants took a jump in the primary market, amounting to about a cent per pound. As the market is dull here, the advance is not so important. Peels are not much in demand here, but prices are firm. Figs continue to be scarce in wholesalers' hands. The same applies to some extent to Malaga raisins and Valencias. Prunes are quite strong, and few are reported to be left in growers' hands.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	....	0 08
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07½
Amalias, 1 lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg.	....	0 08½
Fards, choicest	....	0 12
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12lb. boxes, fancy, layer, lb.	....	0 15
16 oz. glove boxes, box	....	0 12½
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25 lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25 lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25 lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08
Sultana, loose	0 09	0 09¼
Valencia, new	0 08	0 09
Cal. seedless, 16 oz.	....	0 10½
Seedless, 12 oz.	....	[illegible]
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—It is understood here that the Imperial Milling Co. of Vancouver have advanced their prices 15c per 100 lbs. The Mount Royal Milling Co., Montreal, are quoting old prices. The reason given by the former company is that the market in England is higher. There is also a feeling that a duty might be placed on raw material. The congested condition of London and Liverpool harbors has much to do with higher prices in England rather than big crops. It is doubtful if an advance in rice will induce the trade to come into the market. At present little rice is being bought.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	**Per cwt.**
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 05¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—News from the West Indies is to the effect that they have had a dry season to start, followed by late rains; that if the weather continues good, there will be as good a crop as last year, which was a bumper crop. Importers, however, do not expect it to arrive here under 33c. The demand in Montreal is good, and more sales have been made to wholesale houses during the past week, the price being high enough to warrant the higher price being charged the retailer. Molasses is coming in free, and the question being asked is whether in the treaty made some time ago with the West Indies the Government bound itself not to place a duty on molasses. If they did, apart from Jamaica which stayed out, there is not likely to be a war tax on molasses.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.41	.39
Barrels	.44	.42
Half barrels	.46	.43

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 48
Cases, 2 lb. tins, 2 doz. in case	2 85
Cases, 5 lb. tins, 1 doh. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 35
Cane Syrups—	
Barrels, lb., 3¾c; ½ bbls.	0 04
Cases, 2 lb. tins, 2 doz. per case	2 55
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Market continues quiet, and apparently unaffected by talk of a war tax. A strengthening in New York was due to difficulty in getting freights rather than an advance in primary market.

Coffee Roasted—		
Rogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—Shelled walnuts continue firm. Wholesalers are unable to secure them at less than 28c and 31c for spot. The former price is subject to a change in tariff. Wholesalers who bought heavily for February delivery at 24c, may have to pay a higher price if nuts are taxed. The possibility of a war tax makes spot stocks firm. Shelled almonds are selling at 1½c less than a week ago, but are up on import. Shelled filberts are very strong, prices being 2½c over Christmas prices. Unshelled walnuts are very quiet, and are likely to be until the fall. Prices are down, especially on marbots and filberts. Wholesalers have readjusted their prices on peanuts. On No. 1 there is a reduction, while on other grades the price is advanced.

Almonds, Tara	....	0 17
Grenobles, new	0 15½	0 16½
Marbots, new	0 14	0 15
Shelled walnuts, new, per lb.	0 30	0 34
Shelled almonds, 28-lb. boxes, per lb.	0 36	0 38
Sicily filberts	0 13½	0 15
Pecans, large	....	0 18
Brazils, new	0 13	0 14
Peanuts, No. 1, 11½-12c; No. 2	....	0 10½
Peanuts, No. 3	....	0 09
Canadian chestnuts	....	0 12

SPICES.—Business in Montreal is quiet. Dealers bought such large quantities when war broke out, they are not yet ready to buy again. Cream of tartar remains firm, and looks like continuing firm. New York reports such a big demand for spot and nearby needs, importers find difficulty in giving prices which are good from one day to another. At the close of the week the New York market was active, with a marked scarcity, and prices likely to advance steadily and automatically. Demand for peppers is large and steady, rapidly absorbing spot and nearby offerings for pressing needs. White peppers are in exceedingly light supply, and will soon be in wide demand. Record prices are expected on red peppers owing to the great scarcity. Cloves are scarce, with firmer tone for future. Pimento much firmer, with prices at safe and low levels. Nutmegs are scarce, and prices difficult to quote. Higher prices are expected for cassias. Stocks of gingers have been decreasing steadily since August.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. lb.
Allspice	....—0 16	0 60—0 70	....—0 23
Cassia	....—0 22	0 72—0 99	....—0 30
Cayenne pepper	....—0 25	1 02—1 15	....—0 32
Cloves	....—0 40	1 15—1 30	....—0 47
Cream tartar—40c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	....—0 22	0 90—1 05	....—0 30
Mace	....—0 80	0 90—1 05	....—1 00
Nutmegs	....—0 40	1 00—1 20	....—0 75
Pepper, black	....—0 24	0 80—0 90	....—0 31
Pepper, white	....—0 33	1 05—1 10	....—0 39
Pastry spice	....—0 22	0 85—1 10	....—0 30
Pickling spice	....—0 15	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	0 14	0 15
Cinnamon, China, lb.	0 16	0 18
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	....	0 18½

DRIED VEGETABLES.—An important advance took place this week in the price of beans, prices asked, and in some cases paid, being 25c per bushel higher than a week ago. Wholesalers were paying $2.55 a week ago, whereas car lots have changed hands this week at $2.65 and $2.70. Prices as high as $2.85 have been asked, but not paid. Growers who were short of supplies to fill export orders are reported to have bought back supplies at higher figures. A prominent bean man predicted early this week that wholesalers would be paying $3 per bushel inside of two months, and $3.50 before the arrival of the new crop. This means that retailers will be paying at least $3 before very long, if they are not already paying this figure. The split pea situation is interesting. It was stated last week that one house was securing better offers of larger volume at lower figures; nevertheless, prices remain firm and supplies are by no means easy to secure. Wholesalers here bought up supplies of 25 bags and up, paying $4.85, while cars are offered at $4.65. An offer at the latter price was turned down by a large house as being too high. Whole peas are steady and firm, and will likely follow beans on the up-grade.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, 3 lb. pickers, per bushel	2 75	3 00
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	....	0 08
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	5 00	5 25
Barley, pot, per bag	....	3 25
Barley, pearl	....	4 25

TEA.—There are only two or three importers in Montreal who have large stocks of tea. One of these stated this week that prices during the past week or so had been advanced by him 15 per cent. easily. Few of the large numbers who have been buying tea during the past week will admit for a moment that they believe a duty is likely, especially French-Canadians, excepting the large Montreal houses. One big dealer who sold out when the rush was on in August, has been buying steadily since, until now he has large stocks of new crop. This he is content to hold until the budget is handed down, "sink or swim," to use his own expression. The man who has sufficient capital to hold on to his tea is likely to make a pot of money before the arrival of next crop. Those who have not, are likely to sell out at the 5c advance, or even cut the advance in two to get their money out of it. As a rule, those who have not the necessary capital to hold on, have sold out at the best price they could get, hoping that the duty will not go on. There has been an enormous amount of business done in the past week, higher prices being paid all along the line. It is amusing to see some of the inquiries coming in for supplies at old prices. With the London market still very stiff, and smaller stocks in Montreal than for many years past, there are likely to be some rude surprises in the trade. It is expected that as soon as the budget has been handed down trade will drop to something approaching stagnation, as nearly everybody will have bought. While this is not always good policy, it is nevertheless true. A quietness similar to that existing during the past three months is likely to exist in March, April and June.

ONTARIO MARKETS.

Toronto, Jan. 28.—While everybody on the street who talks "taxes" to you is prepared to admit that, of course, they don't know anything, convictions are strong that there has certainly been heavy buying on the very contingency. This is noticeable in market after market. Take sugar, for instance. The only thing that is keeping this market alive just now is the buying which is going on because the buyers are so sure that the Government is going to increase the duty. Oranges from California—in fact, all fruits from California—are due for taxes in the opinions of several people who are backing up these opinions by heavy speculation. Cases are heard where unusually large orders are being placed for prunes, for example, and these orders are undoubtedly greater than they would be for ordinary business requirements.

These are not vague rumors. Concrete instances can be furnished.

Of all commodities scheduled by our oracles for duty, tea has been the most popular. A very generous proportion of grocers, large and small, are sure that there is going to be a tax on tea. They give the old reason that, because it is so universal, it would be a good source of revenue. Some tea-men support their view by buying. We hear of two men in particular. One has $20,000 worth and another $30,000 worth of tea, either on hand or on order. Both admit that they are buying on the possibility of a tea tax. The thing is, of course, pure speculation and buyers say so. Nobody knows; everybody is guessing. In ordinary times—that is, with a decently behaving tea market—if the guesses of these speculators were not to come off, they would be left with a good deal more tea on their hands than they could handle advantageously. At the same time, tea is now so high and so firm—and it is going to be high, if we read the signs aright—that even if there is no tax on tea, it is questionable whether this heavy buying is not a good business move. It probably is, although its wisdom depends purely upon the fact of a very firm market. There have been numbers of cases in years gone by where the tea tax bogey was taken up; speculators have bought; the tea tax vanished, and the speculators were left with big supplies which they had to sell at considerable sacrifice. It is to be hoped that buyers of tea, and indeed anything else, on the possibility of duty, may not —to use a vulgarism—"get stung." Getting stung is fearfully unpleasant.

SUGAR.—Sugar was up one day last week ten cents in New York, but Toronto didn't follow. This rise of ten cents was by no means noteworthy, inasmuch as the continued good weather in Cuba for some time previously had lowered the price of raws, and the spell of bad weather merely put them up what they had gone down. They will likely play leapfrog like this until the crop is all harvested. Business for the most part is dull. The only buying is purely on a speculative basis, and is on the part of omniscient gentlemen who **know** that there is going to be a further tax on sugar. It is freely spoken that there will be one cent duty added, and certainly sugar is an article which should suit the purpose of the Minister of Finance, inasmuch as it is so universally used. At the same time, it is axiomatic that if you tax a thing it becomes **ipso facto** a luxury. Bread untaxed is a necessity; tax it, and someone will invent a substitute, declaring that taxed bread is a luxury. Who would be a Minister of Finance, anyway?

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 36
20 lb. bags	6 46
10 lb. bags	6 31
2 and 5-lb. cartons	6 66
Nova Scotia refined, 100-lb. bags	6 26
Extra Ground Sugars—	
Barrels	6 76
50 lb. boxes	6 94
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 56
50 lb. boxes	6 76
25 lb. boxes	6 96
Crystal Diamonds—	
Barrels	.11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lumps—	
100 lb. boxes	7 11
50 lb. boxes	7 21
25 lb. boxes	7 41
Cartons (20 to case)	7 56
Cartons (50 to case)	8 46
Crystal Dominoes, cartons	8 26
Yellow Sugars—	
No. 1	5 96

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—There has been an advance of a farthing each week for the past three weeks on the London market, and a week ago a local firm received a cable from Colombo advising them that teas were up a penny with a very excited market. On Tuesday last the London market advanced another farthing, thus placing teas a penny higher per pound than they were a month ago.

It is interesting to know that twelve years ago teas were selling at exactly

six pence (or twelve cents) per pound cheaper than they are to-day, that is, what is known on the London and Colombo markets as "tea for price." The better grades have not advaneed as much as this. Of course, twelve years ago teas were abnormally low and the planters were fast being ruined, while to-day they are "on velvet."

Everyone predicted when the war broke out that the tea market would be smashed, but instead it has been steadily working upwards and the packet tea men find themselves where they were before they raised prices. They only advanced four cents per pound to the grocer (although five cents per pound to the consumer) and this four cents has nearly all been eaten up since by the rise.

One of the great difficulties (because after all, one can get tea if one pays enough for it) is to get it here. Freights are the difficult thing to-day. One man showed us a letter from one of the largest merchants in London, who says: "Some of the ships with cargoes of tea have been lying outside the docks for weeks, as labor cannot be obtained to unload them." People have tea on these vessels, but it cannot be gotten off to trans-ship. There are periods of two weeks at a time now during which no ships sail from London to America. To be sure teas could be shipped via Liverpool, but this would add perhaps two cents per pound to the freight rates—far more than the wholesaler's gross profit—because the vessels sailing from there all get express rates.

DRIED FRUITS.—There is no change whatever in any dried fruit prices this week, and business is none too good. Orders continue small, though there are a good number of them at that. Currants have firmed up again consequent upon a much stronger tone in primary markets, but we quote last week's prices. Prunes are exceptionally firm at ruling figures, and the talk of a duty has helped in this regard. Candied peels are, of course, dead. Little movement is noticeable; this is purely a Christmas demand. Sultanas are virtually off the market now. There are a few around, but these are not easy sellers. There is practically no demand. Seeded and seedless raisins are having a fairly good run, chiefly with bakers. Trade generally is quiet. In a few weeks it should brighten up. Housewives are still using their own preserves.

Apricots—		
Apples, evaporated, per lb.	0 07½	0 08
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07	0 07½
Amalas, choicest, per lb.	0 07¾	0 08¼
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 08½	0 09
Seeded, fancy, 1 lb. packets	0 10½	0 10¾
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08¾
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—Sicily filberts are firm at twelve to fourteen cents, and are moving well at that figure. Brazils, if it were possible, are flatter even than last week. Shelled almonds and walnuts find little call now.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 43	0 50

SPICES. — The market is firm all round. Peppers show particular strength. Spices generally come in for prediction on the war tax line, and there seems to be some speculative buying on this account. Cream of tartar is firmer this week.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

BEANS.—Market is considerably firmer, and an advance may occur immediately. Supplies are none too plentiful and dealers who have been shortstocked for some time are calling for stocks now.

	Per bushel.	
Beans—		
Canadian, hand picked	3 00	3 10
Canadian, primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	3 00	3 10
Peas, whole, white, per bush.	3 00	3 10

COFFEE.—The spot market sagged considerably towards the end of this week, and had it not been for the amount of speculative buying—again on the contingency of the duty—there would have been little business. Market for futures firmed up. We quote Santos at 15 to 17c, though this appears to be high for one or two sellers.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Santos	0 15	0 17
Rio	0 18	0 22
Chicory	....	0 14

CANNED GOODS.

TORONTO.—At present retail demand seems to have fallen off somewhat. This is more noticeable in the West, where there is not so much construction as heretofore, than in the East. It is said that it is largely a question of overproduction, which taken in conjunction with a declining number of consumers, has decreased business. Wholesalers to a marked extent, are carrying the stocks this year that the retailers have carried in former years.

Tomatoes are moving fairly well. Big demand is for corn and peas together. Consumer gets a good deal for his money in this sort of canned vegetable. Corn is flat present, and peas do not contrast well with trade in them two seasons ago.

MANITOBA MARKETS.

Winnipeg, Jan. 27.—Generally it is reported that retailers are buying satisfactorily; unfortunately this does not necessarily mean that their own business is better than in past years. The fact that their ordering for the last three or four months has been moderate has much to do with the present satisfactory demand. The call does not seem for any one line, although, of course, staples are especially required. Nor does it appear that advances in price are interfering with orders. Rather these seem to be inducing dealers to lay in a fair supply and thus protect themselves against future rises.

SUGAR.—Here there is no change, and none is likely for some little time. The New York market is very erratic—first weak and then strong. Deliveries of new sugar are now being made in New York, and with these coming on there is little reason to expect any early advance. Of course, should another war tax be put upon sugar, higher prices will be absolutely necessary. ½c a lb. has been mentioned as a possibility. This would mean an immediate increase of 50c per sack.

	Per cwt. in sacks.
Sugar, Eastern—	
Sugar, standard granulated	6 70
Extra ground or icing	7 35
Powdered	7 15
Lump, hard	7 65
Montreal yellow	6 35
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Halves, 50 lbs., per cwt.	5 60
Bales, 20 lbs., per cwt.	5 65
Powdered, barrels	6 90
Powdered, 50s	5 25
Powdered, 25s	6 55
Icing, barrels	6 45
Icing, 50s	6 60
Icing, 25s	6 60
Icing, pails	6 50
Cut loaf, barrels	6 30
Cut loaf, 50s	6 55
Cut loaf, 25s	6 80
Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar	7 05
Icing sugar	7 25
Powdered sugar	7 05
H. P. lumps	7 55
Yellow	5 95

B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		3 15
5-lb. tins, 1 doz. to case, per case		3 50
10-lb. tins, ½ doz. to case, per case		3 30
20-lb. tins, 3 tins to case, per case		3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Letbbridge. For Edmonton and Saskatoon they are 5c case bigber.)		
Molasses—	Per gal.	
Barbadoes		0 53
New Orleans		0 34
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz.		5 40
Imperial ½ gals., 1 doz.		5 55
New, pure, ½ gal. case		9 00
New, pure, ½ gal., quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—The market is generally strong. Especially is a firm tone noted on Canadian goods, evaporated apples for instance, having advanced 2c from the low point of early season. California fruits are strong, especially prunes and apricots, both of which lines are expected to go higher than they are at present quoted. Indeed, when the available supply now being carried is considered, and when the length of time which must elapse before a new crop is available is borne in mind, it seems practically certain prices will advance. So far there has been no change in local quotations, owing to the large stocks carried by wholesalers. It seems that practically all these wholesalers have bought at increased prices. These goods will be arriving during February, and when they come on the market the selling price will naturally be at a higher level. Raisins remain practically unchanged. The demand is limited, as is usual at this time of year. The demand for evaporated apples, apricots, peaches, prunes, etc., is increasing, due to the reduction in the supply of home-packed fruits. Currants are stronger on both the Grecian and New York markets. No change has been made in the price, because the stocks carried are sufficient to last some weeks. By the latter part of February, however, it seems quite probable that an increase will be struck here. On the primary market dates are higher, due to war conditions in Persia. There is no change on the local market.

Apples, evaporated, new, 50's		0 06¾
Apples, evaporated, new, 25's		0 07¼
Apricots, choice, 25's		0 12
Apricots, choice, 10's		0 13
Apricots, standard, 25's		0 11¾
Currants—		
Dry clean		0 08
Washed		0 08½
1 lb. package		0 08½
2 lb. package		0 17
Vostizzas, bulk (washed)		0 10¾
Dates—		
Hallowee, loose, per lb.		0 07¾
Hallowee, 1 lb. pkgs.		0 07½
Fard dates, 12-lb. boxes		1 15
Peaches—		
Standard, 25-lb. boxes		0 06¾
Choice, 25-lb. boxes		0 07½
Choice, 10-lb. boxes		0 08½
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers		2 45
Raisins, Sultanas—		
Corinthian Giants		0 13¼
Superfine		0 12½
Finest		0 11½
Fine		0 10¼
Raisins, Muscatels—		
3 crown loose, 50's		
3 crown, loose, 25's		0 08½
Choice, seeded, lb.		0 09¾
Fancy seeded, lb.		0 09¾
12-oz. packages, fancy		0 08
12-oz. packages, choice		0 07½
Prunes, in 25-lb. boxes—		
90 to 100		0 07½
80 to 90		0 08¼
70 to 80		0 08⅝
60 to 70		0 09¼
50 to 60		0 09¾
40 to 50		0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.		0 15½
6-crown, 10-lb. boxes, per lb.		0 13⅜
5-crown, 10-lb. boxes, per lb.		0 12½
4-crown, 10-lb. boxes, per lb.		0 11⅞
3-crown, 10-lb. boxes, per lb.		0 11½
Glove boxes, per doz.		1 70
Cooking figs, taps, about 25 lbs., lb.		0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.		0 05¾

BEANS.—The market is very erratic. Prices have advanced in Ontario about 20c per bushel during the last fortnight. There is every indication of still further advances. All available beans are being bought up for export, and to get supplies for home consumption it is necessary to bid against foreign buyers. There is an impression here that these foreign buyers are quite largely German, who are taking the beans to New York, paying duty, and having them shipped through Holland. Foreign beans are largely used up, Japan having few available for exportation. These conditions have brought about a 10c advance in three-lb. pickers. The market is uncertain, however, and though further advances seem likely, they cannot be predicted with any degree of certainty.

Peas are still very strong and hard to get. It is imagined that much of this crop is being bought up by the same people who are buying the beans.

Beans—		
Canadian, hand-picked		3 10
3-lb. pickers		2 95
California Lima Beans—		
Bag lots		0 08
Less than bag lots		0 08¼
Barley—		
Pot, per sack, 96 lbs.		3 00
Pearl, per sack, 98 lbs.		4 15
Peas—		
Split peas, sack, 98 lbs.		5 65
Whole peas, bushel		2 60
Sack, 49's		2 83

RICE AND TAPIOCA.—The drop predicted sometime ago has come. Here is a case of a decline being credited to the war. A large part of the market for rice, it seems, has been cut off.

Rice and Tapioca—		
No. 1 Japan, per lb.		0 05½
No. 2 Japan, per lb.		0 04
Siam, per lb.		0 03¾
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 05
Tapioca, pearl, per lb.		0 05

NUTS.—New arrivals of shelled almonds and shelled walnuts will likely come in during the week, and before next week's issue of Canadian Grocer reaches the dealer, reduced prices are almost certain to be quoted. In other lines, no change is to be expected, except in the case of peanuts. These are stronger on the Virginian market with an advance of ¼c per lb. This advance is not yet quoted in Manitoba.

Nuts—	Per lb.
Brazil new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 [illegible]2
Marbot walnuts	0 12½
Grenoble walnuts	0 [illegible]8
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 41
Shelled walnuts	0 39

TEAS AND COFFEES.—Rios and Santos are both up this week—Rios 1c and Santos 1½c lb. This is largely because of the increased cost of shipping room. The normal charge, for instance, from Brazil to New York is 35c per bag. Now the charge is $1.35 and even at this figure it is difficult to obtain shipping space.

On the whole, coffee looks stronger now than for years. The world's visible supply since this time last year has decreased over 300,000 bags. There are larger orders for export also, and on the face of this the Mexican crop is reported poor. The low prices which have held, moreover, are making it unprofitable to grow coffee. It is therefore expected that a number of planters will go into other lines next year, which will, of course, make the supply still smaller. There has been no change in tea.

Coffee—	Per lb.	
Rio, No. 5, green		0 16
Rio, roasted		0 19
Santos, green, No. 4		0 18¾
Santos, roasted	0 25	0 26¼
Cbicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 60
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

WINNIPEG

FLOUR AND CEREALS.—As yet the advance of 20c per barrel struck last week, which brought the price of best patents to $7.10, has not been followed by any further rise. If the wheat market, however, retains the strength it is now showing, another advance of 20c or more is certain. Dealers, indeed, seem fairly safe in expecting such a rise.

Despite the rapid advance in prices, the wheat business has been brisk. Dealers, it seems, have determined to get in a fair supply that they may not be caught with a low stock by further rises.

BY WIRE.—Flour has gone up again here 20c, and rolled oats are higher and are quoted at $3.

Manitoba Wheat Flour—	Per bbl.	
Best patents		7 30
Second patents		6 70
Low grades		4 70
Rolled oats, 80's		3 00
Standard oatmeal, 98 lbs.		2 75
Cornmeal, 98's		2 35

ALBERTA MARKETS.

(By Wire.)

Edmonton, Jan. 28.—Country trade continues brisk with a considerable quantity of goods being shipped. Beans and prunes are advancing. Rice is firm here. Butter, creamery, is now 34c. Japan beans are $3.50 per bush. Rolled oats, twenties, are up to 83c, and bail $3.60. Flour is higher as well as rolled oats.

Produce and Provisions—		
Cheese, per lb.	0 17¾	0 18¼
Butter, creamery, per lb.		0 34
Butter, dairy, No. 1, 28c; No. 2		0 23
Lard, pure, 3's, per case		7 25
Lard, pure, 5's, per case		7 18
Lard pure, 10's, per case		7 10
Lard, pure, 20's, each		2 33
General—		
Beans, Ontario, per bushel	2 90	3 10
Beans, Japan, per bush.		3 50
Coffee, whole roasted, Rio		0 26

Evaporated apples, 50's	0 08¾	0 09¼
Potatoes, per bush.	....	0 85
Rolled oats, 20's	....	0 82
Rolled oats, bail	....	3 60
Flour, 98s, $3.90; rolled oats, 80's	....	3 20
Rice, per cwt.	....	3 75
Sugar, standard gran., per cwt.	7 15	7 25
Sugar, yellow, per cwt.	....	6 80
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.15; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	5 00

SASKATCHEWAN MARKETS.

Regina, Sask., Jan. 27.—A gradual drop has been affecting the rice market, until this commodity is now quoted at $3.75. It is expected that this figure will be still lowered. Valencia onions are quoted at $6.25. An advance of 5 per cent. has taken place in all Canadian pickles. It is expected that syrups, and most canned goods will experience a slight advance. Fresh eggs are selling at fifty cents. Oranges are quoted at $3.25 and lemons at $4.25.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 33
Butter, dairy, No. 1	....	0 24
Cheese, per lb.	0 17⅞	0 18
Eggs, storage, 8c; new laids	....	0 50
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 40
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 07¼
Flour 98's	....	3 85
Potatoes, N.B., per bush., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 55
Onions, Val.,	....	6 25
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 75
Sugar, standard, gran., per cwt.	....	6 94
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 25
Oranges	....	3 25
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08⅝

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N.B., Jan. 28.—The markets are fairly active. Flour, Manitoba, is up again and Ontario is stronger. An advance of 20c occurred in Manitobas to $8.45. Ontarios are now $7.85. Rolled oats and oatmeal are firmer with an advance of 25c on rolled oats to $7.50, and of 25c on oatmeal. Domestic pork is easier at $25.50 to $26. Beans are scarce, heavy shipments across the border are said to cause a shortage in Canada and they are hard to get. Hand-picked stocks here are only average. White are $3.20 to $3.25, and yellow the same. Interest here in the war taxes is making buying active in tea, sugar and tobaccos. Dairy products are in fair supply with not much change in price. General business is good but could be improved by a good snowfall. Lack of snow here is causing anxiety as regards the lumber situation.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	25 75	27 00
Beef, corned, 1 lb.	2 75	2 80
Pork, American clear, per bbl.	25 00	27 75
Pork, domestic, per bbl.	25 50	26 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10¾
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	...	5 75
Cornmeal, ordinary	..	1 80
Flour, Manitoba, per bbl.	..	8 45
Flour, Ontario	..	7 85
Rolled oats, per bbl.	..	7 50
Oatmeal, standard, per bbl.	.	8 00
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	6 15	6 55
United Empire	6 35	6 45
Bright yellow	6 25	6 35
No. 1 yellow	5 95	6 05
Paris lumps	7 25	7 50
Beans, white, per bush.	3 20	3 25
Beans, yellow eyes, per bush.	3 20	3 25
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 36	0 39
Currants, per lb.	0 08	0 08¼
Rice, per cwt.	4 50	5 00

Moncton Merchants Lining Up

Branch of the Retail Merchants' Association Formed There—N. C. Cameron on the Job.

MONCTON, N.B., Jan. 27.—(Special).—This Province is rapidly lining up under the banner of the Retail Merchants' Association. At a meeting here last week in the Board of Trade Rooms, which, by the way, were crowded to the door, the Moncton merchants formed a branch of the R. M. A. under the supervision of N. C. Cameron, secretary for this province, and R. C. Doyle of the district board. When the aims and objects of organization were placed before the meeting by these two men, the decision was made to get together and the following officers were elected:

President—Dr. E. O. Steeves, M.D.
1st Vice-Pres.—Tilley Ryan.
2nd Vice-Pres.—J. N. Boudreau.
Secretary—G. H. Gorbell.
Treasurer—D. A. McBeath.

It was unanimously decided to organize a "Dollar Day" during February. This scheme has worked out well in other Maritime communities and should prove highly successful in a city so little affected by the war as Moncton is.

The question of paying I. C. R. employees fortnightly instead of by the month was also brought up, and considered at some little length. The consensus of opinion was that a fortnightly pay day would be much better for local business than the present system, and a strong effort will be made to bring about the desired change.

Mr. Cameron touched on a number of dangers to the retail merchants of Canada, which the Dominion Association was endeavoring to check. First came the trading stamp evil, which was put out of business years ago; the premium stores, which fortunately had not yet obtained much of a foothold in Canada, although all sorts of schemes of this nature are rampant in the United States.

He said that another object of the Association was to secure inter-provincial judgments in civil cases. At the present time if a merchant has a judgment against a man in New Brunswick, he can skip to Quebec, and another judgment against him has to be secured there. Then the can move on into Ontario, repeating the process in other provinces until he reaches the Pacific coast. By the time he gets there the cost in the civil cases would of course not make the bill worth collecting, unless it was a very large one. Legislation is sought to put an end to this sort of thing.

Other matters touched upon by Mr. Cameron were the bulk sales act, and an explanation of how the Retail Merchants' Association assists local merchants with collections and also keeps them posted as to credit.

Co-operative stores were characterized as a menace to the retail merchants of the country. During the time that Earl Grey was Governor-General, His Excellency had strongly advocated the co-operative store as the proper way of trading and had even issued a letter on the subject. The Retail Merchants' Association, however, had advised His Excellency that if he did not stop meddling in this matter they would appeal to the King to have him recalled, and they had heard no more of him during his tenure of office. A co-operative society's bill was before the Dominion House at that time, and it had been necessary to bring a trainload of merchants from Ontario and another train-load from Quebec to kill the bill. The bill has been re-introduced by another member of the House and Mr. Cameron said that they would have a hard fight to prevent its passage.

R. H. Staples, general merchant, of Elm Creek, Man., has disposed of his business to R. H. Harwood.

Fruit and Vegetables

Navels Firmer: Hothouse Rhubarb Coming

All Fruit Lines are Moving Fairly Well—But There is No Special Feature—Navels are Firmer —Spies Higher in East—Cauliflower Down in Toronto—Hothouse Rhubarb in Montreal.

MONTREAL

FRUIT.—It might be said that, apart from apples and oranges, which are in good demand, most fruit lines are quiet at the present moment. California navels, 150 size, are down to $2.75, and sizes from there up to 288, are quoted at $3. Small Floridas are up slightly, and Valencias are down half dollar per case. The only important change in apples is a slight advance in No. 1 Spies. Malaga lemons are still being quoted at 5.00 a case, but a much lower price might be secured, as they are old stock, and compare unfavorably with the new Messinas. As they cost over 4.00 to bring here, efforts are being made to clear them out at a profit. Small bananas at 1.50 are scarce, and good bananas are worth $2 crate. Strawberries are arriving more plentifully, but are so expensive, the ordinary dealer cannot handle them, the retail price for baskets being 75 to 85c.

Apples—		
Baldwins, No. 1, bbl.	....	3 50
Spys, No. 1, bbl.	....	4 50
Russets, No. 1, bbl.	....	4 00
Greenings, No. 1, bbl.	....	3 75
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 50
Cranberries, bbl.	5 00	6 00
Grapefruits, Jamaica, case	2 00	2 75
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	1 25	1 50
Lemons—		
Messina Verdelli extra fancy, 300 size	2 25	2 75
Malaga, 420 size	....	5 00
Oranges—		
Cal. Navel, 150-176-200-216-250-288	2 75	3 00
Cal., 96-126 size box	....	2 50
Florida, 176-200-216	....	2 75
Florida, 126-150	....	2 75
Mexican, 126-150-176-200-216-250	....	2 75
Valencias, 714 size, large cases	....	5 00
Pineapples, case	3 25	3 50

VEGETABLES.—Canadian hothouse rhubarb is coming on to the market at 1.25 per doz. New potatoes are also coming in from Bermuda, but only a few barrels for the high class grocers, the price ranging around 8.00 per bbl. of 160 lbs. Hothouse tomatoes are still down at 25c lb., and Floridas are bringing 1.00 per basket, or 5.50-6.00 per crate. Canadian watercress sells for 50c doz. bunches, and American for 1.30, the latter being very large bunches. Parsley is now arriving in boxes from Bermuda at 2.00-2.25 per box, or 65c doz. bunches. Parsnips are still holding at 90c, to which price they advanced a week ago. They will probably remain there until spring. Quotations in celery vary from 4.50 to 6.00, and prices are likely to rule high until new crop comes. Lettuce is up to 2.10 and 1.85 according to quality, which is a slight advance on last week's prices. Cauliflowers declined to 3.00 per crate of 2 doz., there being a surplus on the Canadian market. Brussels sprouts advanced a cent per quart.

Artichokes, bag	....	1 25
Beets, bag	....	0 75
Brussels Sprouts, quart	....	0 16
Cabbage, per bbl.	....	1 25
Carrots, bag	0 50	0 75
Cauliflowers, 2 doz.	....	3 00
Cucumbers, fancy, doz.	1 50	2 00
Celery, crate	4 50	6 00
Leeks, bunch	....	0 20
Lettuce, head, per box	1 85	2 10
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	3 75	4 50
Spanish, per ¼ case	....	2 25
Red, 100-lb. bags	....	2 25
Parsnips, bag	....	0 90
Parsley, doz. bunches	....	0 65
Peppers, green, 3½-qt. basket	....	0 75
Potatoes—		
Montreal, bag	0 65	0 75
New, bbl., 160 lbs.	....	8 00
Potatoes, sweet, Jersey, hpr.	....	2 50
Rhubarb, hothouse, doz.	....	1 25
Spinach, American, in bbls.	....	3 00
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	....	0 25
Tomatoes, Florida, crate	4 00	5 00
Watercress, American, doz.	....	1 50

TORONTO.

FRUIT.—This market is virtually without feature this week. All lines are moving well. Trade as compared with the corresponding time a year ago is comparatively good, and in view of the present conditions it is very good. There have been a number of bigger orders placed this week. Buying has gotten away, in some sort from the small quantity standard, and the general run of orders has been larger. Navels are firmer at existing prices. Apparently this is the swing of the pendulum the other way after the three or four weeks of continuous slump. Bitter oranges for marmalade are enjoying a good run. We quote $2.50 a box. Quality is said to be better than for some seasons. Pears are in limited demand. They are not a universally popular line, but have their regular class. Apples continue in fair demand. Spies are going well. Cranberries are in fair demand. They are coming right along now, and are of more than usually good quality.

Apples—		
Wagners	....	2 75
Greenings	2 25	2 75
Kings	2 25	3 25
Baldwins	2 50	2 75
Spies	3 00	4 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 50	7 00
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 50	7 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California, late Valencias	4 00	4 50
California navels	2 00	2 50
Bitter for marmalade, per box	....	2 50
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	2 75	3 00
Grape fruit	2 50	2 75

VEGETABLES.—This market has brightened up after two weeks of somewhat dull character. Canadian onions are firmer, and are in good demand. Price is up fifteen cents, $1.50 being asked and obtained in some cases. Spanish onions are slightly higher, too. We quote them at $4.00 to $4.25. Mushrooms are moving fairly well just now, but price is prohibitive except for people with lots of money. Cauliflower is down from $3.25-$3.50 to $3.00, and the call for this line has abated somewhat. Brussels sprouts from Califnornia are coming in more plentifully, with result that prices are down a couple of cents. We quote them at 20 cents, though some dealers are getting 22 easily. Lettuce is still in demand, but supplies continue slight. The colder weather has helped materially this week, and dealers have

(Continued on Page 45.)

Fish and Oysters

Good Business Coming in Frozen Fish

A Cold February Which is Likely Will Help Along the Frozen Lines—Nearness of Lent Means Another Boost for all Kinds of Fish—Halibut a Generally Good Seller.

MONTREAL.

FISH AND OYSTERS.—During the past two weeks, on account of the unsuitable mild weather generally, the frozen fish business has been slow. The return of eold and stormy weather will have a good effeet, and from now until April 1, there will be lots of frozen fish moving. On the eastern coast, fishing operations are praetieally closed, and from the West, reports are that stocks are pretty well eleaned up. What surplus was available has been shipped to England. In the lake regions, fishing has been fairly good, and good sized supplies have aeeumulated. Prices as a rule are easy, and there are no signs of stiffening up yet. Fish as a food should he very popular during this winter because there is plenty of it at low priees. Frozen herrings are still searee, and no prospeets for improvement are in sight. Fresh lobsters are getting plentiful, and priees have dropped some.

TORONTO.

FISH AND OYSTERS. — British Columbia halibut is the leader in what is a more or less dull market. There is a really good demand for this. The stuff is good, and the priee low. It is kept low by reason of the faet that a large number of retailers handle halibut as a side line. It is easy to handle, and there is a lot of eompetition. Sea salmon enjoys a steady demand. Haddoek, eod and smelts, as the only fresh fish in a frozen fish market, are having a good run. Haddoek is very good quality, and sells at seven or eight eents a pound. Trade generally is quiet, and buying is of the veriest hand-to-mouth eharaeter. But the faet of low stoeks and the nearness of Lent are responsible for the feeling that business will brighten up very shortly. Lent begins on February 17th, Ash Wednesday.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07	.08-.10
Haddies, 15 lb. and 30-lb. boxes, lb.	.07	.08-.10
Haddies, fillets, per lb.	10	.11-.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.50	.12
St. John bloaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.13-.11	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.04½-.05	.07-.08
Steak codfish, per lb.	.05½-.06	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.12	.16-.20
Herrings, per 100 count	2 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	...
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 40
Live lobsters, medium and large, lb.	0 25	....
Boiled lobsters, medium and large	26	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06½	0 08—0 09

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10	.10
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.08½-.09	.09-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.07-.08
Tom cods, new, per bbl.	2 00	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	8 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 70-0 95
Lochtyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG

FISH.—The demand is very good in the city, being stimulated materially by the eold weather. From the country, too, there is a steady eall. No priee changes are noted this week. Oysters are very searee, but prices have held steady. Owing to contracts it seems likely that they eannot be held at their present priees until April.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mulletts	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 18
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 00
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

CANADA'S EXTENSIVE FISHERIES

Ottawa, Jan. 28.—A drop of $181,716 in the value of fish, fish produets and marine animals taken by Canadian fishermen last year is shown by the annual report of the Fisheries braneh just issued.

The total for the year was $33,207,748, the number of men employed being 71,776. There were 1,992 vessels, tugs and smacks used, and 37,686 boats. Shore work and canneries gave employment to 26,893. An increase of 2,789 in the number of gasoline boats shows the passing of the sailing eraft. The report emphasizes the faet that Canada's fisheries are the most extensive in the world, Canadian waters containing the principal eommereial food fishes in greater abundanee than those of any other country.

Produce and Provisions

Butter for England: Storage Eggs Up

Butter, on Account of Export Business, is Firmer in Toronto—Storage Eggs Up in Montreal—New Laids Firmer—The Egg Market—A Lesson in Barometrics—Cheese is Firm in Both Markets.

MONTREAL.

PROVISIONS.—Market is in about same condition as a week ago. Prices on smoked and cured meats have stiffened a little, as very few Western hogs have come East. The opinion is expressed that the bottom of the market has been seen. There is, however, the question of the ability of the public to buy. Last year it would have been easy to say that prices had reached their lowest, but there is this other factor to be considered. Although there are more hogs in the West than there were a year ago, there are very few coming East. Consequently there is a strong feeling. In the case of large city dealers, it would appear that prices to the consumer are being cut considerably, for which there is only one reason—a desire to get people to buy for cash. It is pretty well agreed that the price on compound lard is higher, but there are some houses who have not yet raised their price, and are still asking 9½c. The price of abattoir fresh killed hogs is $11.50 to 11.75.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 24
Boneless	....	23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 28
Shoulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per**	**bbl.**
Heavy short cut mess	....	27 00
Heavy short cut clear	....	27 00
Clear fat pork	....	29 00
Clear pork	....	26 00
Lard, Pure—		
Tierces, 350 lbs., net	....	0 12
Tubs, 50 lbs., net	....	0 12¾
Boxes, 50 lbs., net	....	0 12¼
Pails, wood, 20 lbs., gross	....	0 12½
Pails, tin, 20 lbs., gross	....	0 12
Cases, 10-lb. tins, 60 in case	....	0 12¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 13
Bricks, 1 lb., each	....	0 13¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09¾
Tubs, 50 lbs., net	....	0 10¼
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	0 10½
Pails, tin, 20 lbs., gross	....	0 10½
Cases, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¼
Bricks, 1 lb. each	....	0 12¼
Hogs—		
Dressed, abattoir killed	11 50	11 75

BUTTER.—Market continues very firm, lowest quoted for finest creamery being 33c. Dairy has also been advanced to 27 to 28c. Stocks are getting lower. There is not a great deal of export demand, although the market in England for fresh creamery is the highest it has been for a long time, i.e., for fresh Danish, which is bringing 31½c. With finest creamery quoted at 33c here, it could not be exported very profitably.

Butter—		
Finest creamery	....	0 33
Dairy butter	0 27	0 28

CHEESE.—Stocks are light, as they have been for some time. An advance to 17-18c occurred this week, and old specials are bringing 19-20. There is a fairly good local demand, and the market for export has been cleaned up, which is affecting domestic market considerably.

Cheese—		
New make	0 17	0 18
Old specials per lb.	0 19	0 20
Stilton	0 18	0 19

EGGS.—Storage eggs advanced, selects now being 33c, and No. 1's 30. Supplies of new laids are coming in slowly, gradually bringing the market down. There will be a sharp drop if present snowy weather continues, but if stormy and cold, blocking up the roads, supplies will be kept back, and prices will probably remain firm. New laids are quoted at 40c, and at time of writing are firm.

Eggs, case lots—		
New laids	....	0 40
Selects	....	0 33
No. 1s	....	0 30
Splits	....	0 20

POULTRY.—Live chickens are being offered plentifully in the West, but it is difficult to say how long this will last, and what effect this will have on the market here. If they continue to come East, they will take the place of frozen stock, and prices will likely be lower. Local dealers can offer 5 lb. chickens for 20c per lb. fresh. However, on the whole, the poultry market is firm, and stocks are not as heavy as they have been. There is a good demand for live fat fowl, ducks and geese. Turkeys continue to be scarce, and prices maintained. Rabbits are scarce. There are plenty of pigeons, but the demand is light.

Fresh Stock—	**Live.**	**Dressed.**
Fowl	10—12	12—16
Spring chicken	9—10	14—18
Fancy, crate-fed chickens, 5 lbs.	12—14	19—20
Turkeys, fancy	15—16	21—23
Ducks	12—13	14—17
Geese	13—14	14—15
Pigeons, pair		0 35
Squab pigeons, pair		0 50
Rabbits, pair		0 35

TORONTO.

PROVISIONS.—There is no change in this market. Whole market is exceptionally firm with good consistent demand. Pure lard is a trifle easier. Every effort should be made to sell ham and bacon prior to opening of the Lenten season.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 16	0 16½
Large, per lb.	0 15	0 15½
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17½	0 18
Roll, per lb.	0 14	0 14½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¼	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09¼
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—Butter is still firmer, without actually highering of prices. An export enquiry from Britain is having bull effect. This is for dairy butter.

Britain is short on second quality though it can get lots of fresh grass butter from New Zealand and Denmark. There is some talk about Chicago butter competing in this market. This bogey is resurrected every now and then, and discovered afresh to be merely a bogey. Chicago butter sells for 32 cents. Add a duty of four cents to that and the price is 36 cents, which is two to three cents ahead of domestic creamery prints. Unless Chicago prices can be made a good deal more advantageous there is little chance for it as a competitor.

Butter—		
Creamery prints, fresh made	0 33	0 34
Separator prints	0 27	0 31
Dairy prints, choice	0 26	0 29
Dairy, solids	0 21	0 25
Bakers	0 18	0 20

CHEESE.—Market continues very firm. Good export business is partially responsible, and then stocks here are light. Cheese was going begging at thirteen cents not so very long ago, but there is nothing doing along the line of that figure nowadays. Prices are all up half a cent, and are strong at that.

Cheese—		
Old, large	0 18½	0 18¾
Old, twins	0 18½	19¼
New, large	0 17½	0 17¾
New, twins	17¾	0 18

EGGS.—New laids while not actually higher are firmer, and in some cases dealers are getting a couple of cents more for them. This is largely due to the snap of colder weather which has returned again. The egg market is a mighty good lesson, from now on, in the game of barometrics. Does the sun shine? Then eggs are lower. Does the wind howl and the snow run the thermometer down, new laids firm up. The hen and the weather cock between them have it all their own way. Storage eggs are firmer again, though not quoted any higher.

	Per dozen	
Eggs, case lots—		
Strictly new laid in cartons	0 35	0 37
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY. — Ducklings are off the market now. All the ducklings have changed their state and are ducks, for which there is a good general demand. Turkey keeps at its high level and there is good business at that. Fowl is in specially good demand just now. Chicken dressed sells as high as sixteen cents. There is a fair delivery of all kinds of poultry, but not too much coming in. Supplies are considerably lighter and fewer than last year. Geese are down two to three cents. There is not much moving in this line.

	Live.	Dressed
Fresh Stock—		
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 18—0 20
Turkeys, fancy	——	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 17
Ducks	0 12—0 13	0 12—0 15
Geese	0 12—0 13	0 15—0 16

WINNIPEG

PRODUCE.—The market generally is steady. The week has seen no upward movement, and while some advances are quite likely, the market is hardly as strong as a fortnight ago. For cured meats, the demand is good. No price changes have come, but these seem more than ever likely and may be struck early in February.

Cured Meats—		
Hams, per lb.		0 20
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		23 00
Lard—		
Tierces		0 11
Tubs, 60s		6 75
Pails, 20s		2 32½
Cases, 6s		7 12½
Cases, 3s		7 20

BUTTER.—The scarcity in this line is becoming more marked, with the result that prices are almost certain to be somewhat more advanced—32 and 33c, the present quotations, are indeed low. Dairy butter is scarce. The present quotations for it also look low and advances may be expected.

Butter—		
Creamery, Manitoba	0 32	0 33
Dairy		0 25
Cooking	0 20	0 22

CHEESE.—Still there is a strong demand, but no advances over that struck a fortnight ago have been made. These are at a fairly high figure and it is quite possible they may hold for some little time.

Cheese—		
New, large		0 17¼
New, twins		0 17¾

EGGS.—The supply is getting more limited. Advances have not yet been struck, but seem likely to come during the next two or three weeks.

Eggs—		
Extra firsts		0 28
Checks	0 17	0 18
Extra, in cartons		0 30

POULTRY.—The demand here is small. While prices remain low, ordering is hardly what could be expected.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

MONEY IN WASTE PAPER.

Dealers should be familiar with the advantages of baling their waste paper. The amount of waste paper which accumulates in the average store is very large. Getting rid of it is somewhat of a problem.

There are several types of baling machines on the market. Baled waste paper sells for from five to eight dollars a ton, the price depending on its quality and the locality in which it is sold.

A further consideration in favor of the paper-baler is the elimination of great risk, and a saving of space that is taken up by the accumulation of loose waste paper.

Immense quantities of waste paper are taken from the subway, and the large office buildings in New York every day. Its sale brings in many thousands of dollars during the year. There is no reason why the retail dealer should not also turn this item of waste into one of profit. In an economy and efficient survey waste paper should be accounted for.

FRUIT AND VEGETABLES.

(Continued from Page 42.)

experienced a much better all-round-trade. One of them tersely says, "Heaven knows we needed it!"

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 50	0 60
California cauliflower	3 25	3 50
Citrons, doz.		0 45
Cucumbers—		
Slicing, hothouse	1 75	2 00
Medium pickling sizes	0 55	0 75
Crate	4 00	4 50
Celery, California, case	4 50	4 75
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket		0 50
Onions—		
Spanish, big crate	4 00	4 25
Can., 75-lb. bags	1 25	1 50
Green peppers, basket		0 75
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag		0 40
Sweet potatoes, hamper		1 65
Squash, Hubbard, doz.		0 75
Lettuce, leaf	0 20	0 30
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate		2 50
Pommegranates, doz.		0 75
Pommegranates, crate	3 00	3 25

WINNIPEG

FRUIT AND VEGETABLES. — The week has brought no change in price whatever. The exceedingly cold weather is making business dull. Little or nothing is being shipped to the country, but dealers there evidently laid in good supplies before Xmas and are able to meet the demand of their customers for such staples as oranges, lemons, etc. No new lines have come on the market and for another month there will not likely be anything new to report.

Apples—		
Washington		1 25
Apples, bbls.	3 00	5 00
B. C. box apples		1 50
Cranberries, case		3 75
Bananas, lb.		0 04½
Grapes—		
Emperor, per keg		5 00
Almeria, keg		7 00
Grape fruit		3 50
Lemons—		
California		3 75
Oranges, California Navels	3 00	3 50

VEGETABLES.—For green stuffs — lettuce, cauliflower, cabbage, etc.—there is a good call. On the whole, however, it must be reported that business is quiet. It is likely that it will continue so until it is possible to bring in green vegetables from the Southern States. This will not be a safe proceeding until well into March.

Celery, California		6 00
Cabbages, per lb.		0 01¼
Cauliflower, per doz.		2 00
Head lettuce, California, per doz.		1 00
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 25
Valencia, per case	4 50	5 00
Parsley, per doz. bunches		0 40
Sweet Potatoes, per lb.		0 06
Tomatoes, California, per case		3 00
Honey, comb, per case (24 sections)		5 50

AGENCY WANTED

TRAVELLER CALLING ON HOTELS AND restaurants wants a good side line. Write Box 73, Canadian Grocer, Toronto.

GOOD AGENCY WANTED FOR GROCERY and drug trade covering Toronto thoroughly. Write Box 72, Canadian Grocer, Toronto.

Flour and Cereals

Flour Higher and Rolled Oats Firm

Another Advance of Forty to Fifty Cents on Ontario Flour—Rolled Oats Up in Montreal and Booked for Higher Level—Mill Feeds Firm—Oats Advanced, and at That Are Difficult to Get.

MONTREAL.

FLOUR.—The feature of market during last week was the stronger feeling in winter wheat flour. The price advanced 20 to 25c a bbl., and a further advance of 30c per bbl. occurred again on Monday of this week. The latter advance did not seem to be general, many houses continuing to sell at old prices. The local demand continues to be heavy, but spot supplies are small, and millers in Ontario are not disposed to offer freely, at least they were not before the advance took place on Monday. Difficulty in getting wheat supplies from farmers, who are holding their stocks, is given as the chief cause of the present high prices. At the same time, the exceptional demand is another cause. The price of wheat has advanced to 1.40-1.50 per bushel. The spring wheat flour market continues firm. It has been erratic, but it is firm. A further advance in the price of wheat will mean further advance in flour. It is difficult for millers to state whether the exceptional business which followed the advance in prices was due to retailers being short of supplies, or to a desire to stock up again before further advances took place. It is believed that, as it is three or four months since buying was general, retailers must have been running short of supplies.

By Wire.—Manitoba wheat flour is up another 20 cents per barrel in Montreal, and several feeds are up.

	Per bbl. of 2 bags
Manitoba Wheat Flour—	
Firstp atents	7 60
Second patents	7 10
Strong bakers'	6 9(
Flour in cotton sacks, 10 cents per barrel more.	

	Car lots.	Smal lots.
Winter Wheat Flour—		
Fancy patents	7 00	7 20
90 per cent. in wood	6 50	6 75
90 per cent. in bags	3 10	3 35
Straight roller	6 50	6 75
Blended flour	6 35	6 85

CEREALS.—An advance took place in the price of rolled oats on Monday of 20c per bbl. This was a surprise to the trade, and yet was not unexpected. It will be remembered that package oats were advanced 25c per case two weeks ago, and this advance in bulk naturally followed. It was not expected by some because there has been considerable cutting of prices during the last two weeks in an effort to land business. There has been a steady advance in the raw material for some time, so that an advance was bound to come.

	Per 96-lb. sack.	
Cornmeal—		
Gold dust	2 20	2 25
Unbolted	2 05	2 15
Rolled Oats—	90's in jute.	
Small lots	3 45	....
25 bags or more	3 27½	....
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—Together with flour, all mill feeds have shown remarkable firmness for the last two weeks. Supplies are big, so that prices have not advanced at all. The demand is good from both local and country buyers.

	Car lots,	per ton
Mill Feeds—		
Bran	....	25 00
Shorts	....	27 00
Middlings	....	33 00
Wheat moulee	....	37 00
Feed flour, bag	....	2 35
Mixed chop, ton	....	41 00
Crushed oats, ton	....	43 00
Barley, pot, 98 lbs.	....	4 00
Oats, chop, ton	....	43 00
Barley chop, ton	....	38 00
Feed oats, cleaned, Manitoba, bush...	....	0 73

TORONTO.

FLOUR.—The feature once more of this market is the rise in both flours. Prices have advanced 40 cents upon last week's quotations on winter wheat flour and 20c on Manitoba, and it is possible they may be up still higher. Although prices are so high it is a matter of difficulty to buy. Apparently the farmer thinks he can get more, and he holds the millers up for it. It is thought we will see higher prices before the new crop arrives. The report that Germany has governmentally taken control of wheat supplies is, of course, a bull influence to be reckoned with. The market is simply following that of wheat. Ontario wheat is up ten cents a bushel, and is now well in line with Manitoba wheat. It is very hard to get. Quantities have been shipped to South Africa. As to export trade with Britain there are lots of enquiries but prices are still regarded as prohibitive that little comes of many of them. The buyers across the water will take some time to get used to the idea of figures which are so much higher than those to which they have been accustomed. As to Manitoba flour, there is a good domestic and export demand. In the case of domestic sales, millers stipulate delivery in a month. They will not wait—in most cases—for four or six months' to elapse before delivery. To revert, Ontario flour has now started well on its way towards these higher levels. In four weeks there has been an aggregate of advance of $1.40 per barrel on blended flour. As Rex Beach would say this is "going some!"

	Small lots. per bbl.	Car lots. per bbl.
Manitoba Wheat Flour—		
First patent	7 70	7 50
Second patent	7 20	7 00
Strong bakers	7 00	6 80
Flour in cotton sacks, 10c per bbl. more.		

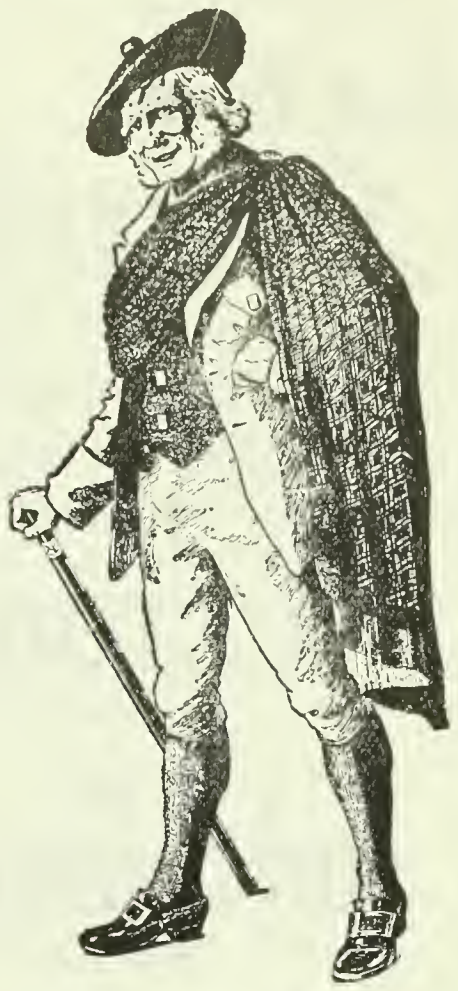
	Car lots. per bbl.	Small lots. per bbl.
Winter Wheat Flour—		
Fancy patents	7 20	7 00
90 per cent.	7 00	6 00
Straight roller	6 50	6 60
Blended flour	7 20	7 60

CEREALS.—Market is firm in every line, but particularly so in the case of rolled oats. The British Government is buying heavily and this is naturally boosting export business. One day last week price advanced from $3.05 to $3.30. We quote $3.57 to $3.77 at present, but this will likely go higher at any moment. There is a fair domestic demand too. Split peas are in good demand and are moving well at prices noted last week.

MILL FEEDS.—All lines hold firm, and business is good. Oats are hard to get. Farmers are holding, and we quote 55 to 56 cents, an advance for the week of five cents. At that, farmers are not anxious to part. Bran is in fair demand.

	Mixed cars,	per ton
Mill Feeds—		
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	....	0 60

MR. RETAIL GROCER:—



We recognize that the only successful way to market any product is with the support and co-operation of the retail grocer, but we do not approve of special prices for special people.

ONE PRICE TO ALL

We take pride in saying our products are as pure and quality as high as science and human skill can make them. It is our policy to sell our products at one price to all and at

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We do not give Free Deals, Special Discounts or Rebates. **YOU** buy at the same price as your competitor.

THIS IS OUR JUST AND FAIR POLICY

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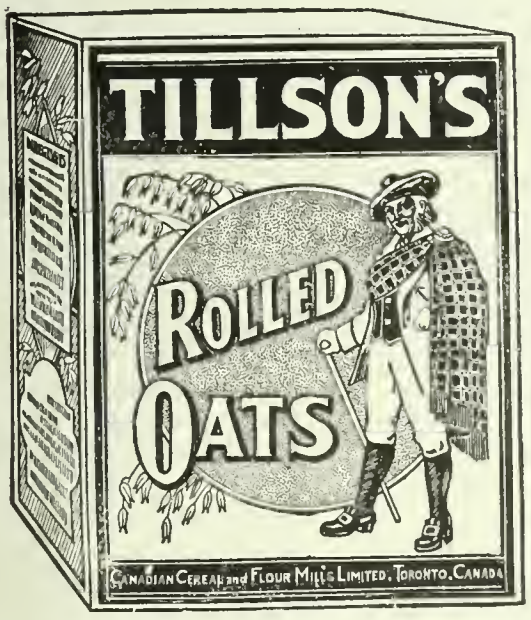
Upon written request we will gladly send you, charges prepaid, an attractive window display for



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carry a complete stock of flour, feed and cereals. Write us for our quotations or phone Main 5069.

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Get Your Customers Started

using "Hirondelle" (Swallow) and "L'Etoile" (Star) brands of Macaroni, Vermicelli, Spaghetti, etc., and they will use no other.

L'ETOILE
(Star)

and

HIRONDELLE
(Swallow)

are not only superior in quality to any imported but are better value for the customer and give larger profit to the dealer—because there is no duty charges, as they are

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Be sure you have a good supply to handle the period of Lent.

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BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 9 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.25
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoueless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 60
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

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places their goods on the whole vast, prosperous West convinces exacting manufacturers of the wisdom of putting it up to the men who "know" the Western market and have the organization, the standing, the intimate connection to quickly put their product there "for keeps." Write **to-day** while there is still a vacancy for your line of goods.

NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND BROKERS

Head Office:—Winnipeg, Man. Branches:—Regina, Saskatoon, Edmonton, Calgary, Vancouver

More Profitable Lines Never Left Your Shelves—

and left them more speedily

The favorite of careful housewives

The value of the Malcolm Lines of Condensed Milk and Coffee rests not so much on the profit of an individual sale, but on the accumulative profit of the larger sales it produces. Malcolm products move from your shelves quickly and continually. To push the Malcolm Line with any degree of vigor means unusual good profits and continued custom. Check over the lines you require and replenish your stock to-day. We deliver in 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

ORDER NOW

The Malcolm Condensing Co., Limited, St. George, Ont.

BANNER L&B BRAND

Marmalade

Gets the Trade

because of its Quality, Absolute Purity and Fine Flavor.

Made from the choicest ripe Seville Oranges and Pure Cane Sugar with the same great care and cleanliness that typifies all Banner Brand products, and put up in the original tumbler it wins itself into greater favor every season.

Get a display of these attractive tumbler containers on your counter to-day and watch your profits go up while the stock goes down.

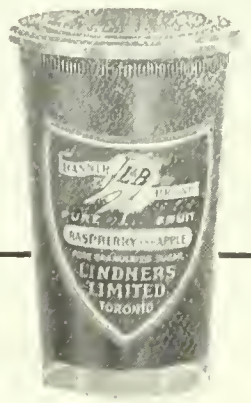
Order from your wholesaler.

LINDNERS LIMITED

306 Ross Ave. Winnipeg

340 Dufferin St. Toronto

Representatives: H. Wbissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. Melndoe, Toronto.



Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 50
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Braud, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	37½
1 lb. tins, 2 doz. to case, weight 35 lbs.	

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

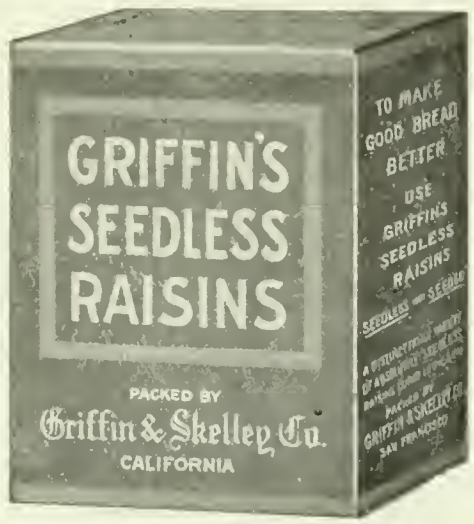
1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles,. per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15



Griffin's Seedless Raisins

To boast of Griffin's Seedless is a thing
that's really needless;
They are whole and clean and never
oversweet;
Are uniform in size and dainty otherwise,
And good enough for any king to eat.

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario

A store convenience — costs little — gives big service

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a **WANT** AD. in this paper

Fresh Pork Sausage

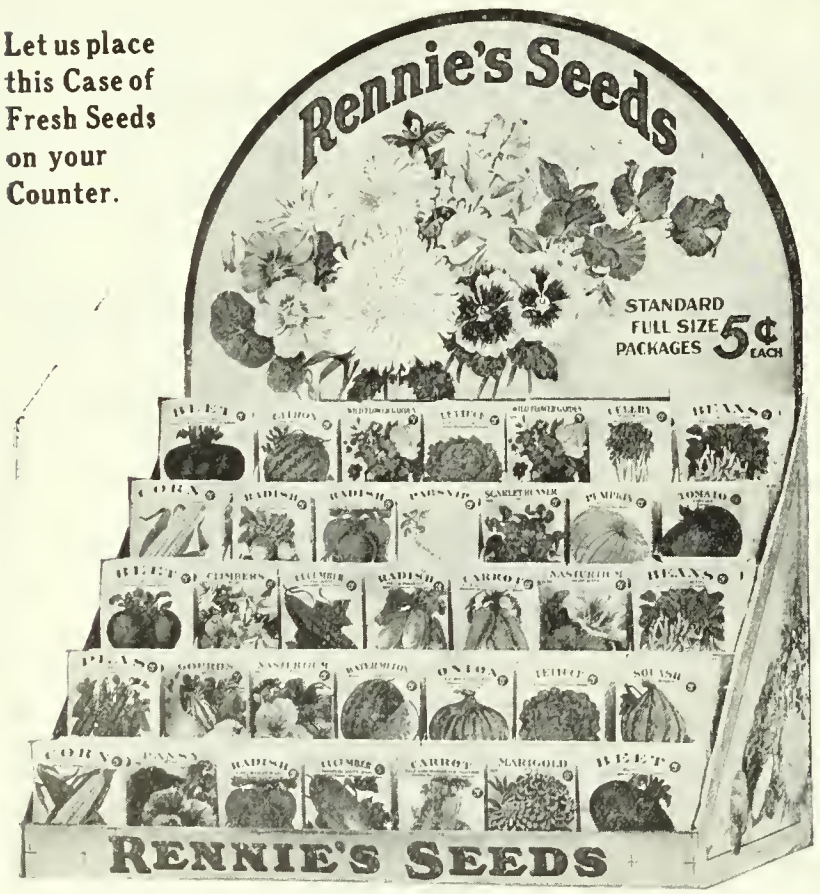
This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

Let us place this Case of Fresh Seeds on your Counter.



SELL as many as possible, and the remainder may be returned at the end of the season at our expense. Our compact and attractive display case contains the assortments as above, and you will add many dollars to your profits if you let us send you one or more, as your trade requires, on commission, all charges paid by us.

Wm. Rennie Co., Limited, Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs. 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Cullnary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

Your Surest Guarantee—

of heavy and continuous demand is the enthusiasm of the housewife and the regularity with which she comes back for more.

Brunswick Brand Sea Foods

Delectably satisfying in flavor and nourishment, a single sale of Brunswick Brand goods means continued re-orders. You can quickly turn the tide of heavy sales your way by an attractive display of the Brunswick Lines.

Look over the list and write us which lines you are short. Write to-day.

¼ Oil Sardines
¾ Mustard Sardines
Kippered Herring
Herring in Tomato Sauce
Finnan Haddies
(Oval and Round Tins)
Clams
Scallops

Connors Bros., Limited

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case. $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case. $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder. 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder. 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case. $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case. $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars. 12 doz. per case, $5.40; Petrolatum, 5 oz. jars. 6 doz. per case, $5.40; Ocean Cough Syrup. 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 } ½ lb. 60 } Packages, Mixed.	3 20

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 35
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire bandles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleauser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 50
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar. doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s. ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s.	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UPTON'S

ORANGE MARMALADE

1915 pack now ready.

Order early.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

Finest Quality

SEVILLE BITTER

MARMALADE ORANGES

Car just unloaded, prime condition

SIZES 160's and 200's PRICES RIGHT

THE HOUSE OF QUALITY

HUGH WALKER & SON

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

If you have never sold

BARRINGTON HALL COFFEE

order introductory case to-day—contains window display, advertising and special selling offer.

FEARMAN BROS., - - 66 YORK ST., HAMILTON, ONT.

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

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MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

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FOR AGENCY, WRITE

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The Highest Quality

Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

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Agents Montreal

The

J. L. MATHIEU CO.

Proprietors

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With (Name of firm) .....

Street .....

City or town .....Prov.....

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The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

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Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

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ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

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Established 1780

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This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

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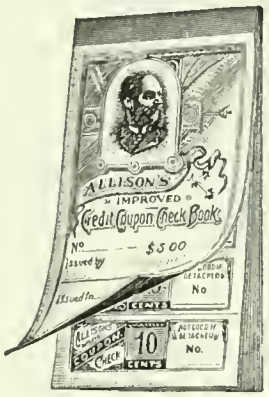

You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

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For Sale Everywhere by Jobbers.

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Indianapolis, Indiana, U.S.A.

A Seasonable Seller

THEY ARE

CANADA'S

BEST

ASK YOUR WHOLESALER

Agents: ROSE & LAFLAMME, Limited
Montreal and Toronto

Get Them on Display

Olive sales are 100% larger to-day than they were 10 years ago. No doubt your trade is looking for a good olive at a reasonable price—why not supply the demand in your own community with the high-quality, moderate-priced

D. W. C.
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The finest selected Spanish Olives only are packed—all sizes and varieties of styles. Ask your jobbers' travelers for a trial lot.

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how BRASSO and ZEBRA lighten domestic work, thus giving more hours for leisure, and leaving behind them a trail of brightness and cleanliness.

Give your customers their favourite brands BRASSO and ZEBRA, and do not run the risk of diverting custom by disappointing.

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and
ZEBRA for STOVES.

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BRASSO

RECKITTS (OVER SEA), LTD.,
122 Wellington Street West.
TORONTO

On the other Hand——

ZEBRA

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

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(payable in advance)

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1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

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fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

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Owen Sound, Ont.

When quality
is desired
buy

"St. Nicholas"

The

B. L. O. E.

J. J. McCABE
Agent
Toronto

Will you save or waste in 1915?

BARR COUNTER CABINET REGISTER, CLOSED

SPECIAL NOTICE.

The Barr Register is a bona fide Canadian invention fully protected by valid pateuts There never have beeu any legal proceediugs against above patents, notwithstanding all competitors' talk to the contrary.

We make this announcement as we understand that some merchants have been iuposed upon and induced to buy other account registers through such talk.

Signed, BARR REGISTERS, LIMITED.

We don't mean that you waste actual **money** but most grocers, hampered by the old-time system of credit account hooks, certainly do waste hundreds of hours of valuable time iu the courne of a year, and then do not get perfect results. Let us tell you ahout the

Barr Register

The Time Saver—The Customer Saver—The Money Saver

Be open-minded on this point—there is a modern, quick, safe, economical way of haudliug your credit accounts, and the BARR has it.

Be open-minded on this point—don't let any salesman hurrah you into a quick sale until you have investigated the BARR Aeeount Register. We don't claim that no other register has good points, but we do claim that the BARR takes care of more accounts in smaller space than any other, and that it has several other exclusive, valuable features that have only to be seen to be appreciated.

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TRENTON, ONTARIO

Great Britain: 5 Arundel St., Strand, London; factory at Birmingham

JAMS and PRESERVES
"MADE IN CANADA"
PURE GOODS

1000 cases in stock, including the best brands.

AYLMER, SMITH'S,
GOODWILLIE'S, WAGSTAFFE'S

Full range of **Jams** and **Preserves.** **Glass jars, 16 oz.** and **pts., glass.**

We prepay the freight on 5 cases or over.

DON'T MISS THIS OPPORTUNITY

WHAT ABOUT NUTS?

We have the largest variety.

Shelled Almonds, 3 crowns, Bull	35c lb.
Shelled Walnuts, E.M.D.	30c lb.
Shelled Filberts, 50 lbs.	28c lb.
Shelled Pecans, halves	56c lb.
Mayette Grenobles, 110 lbs.	15c lb.
Marbot Walnuts, 110 lbs.	12c lb.
Large Washed Brazils, 180 lbs., clean and full weight	10c lb.
Tarragona Almonds, soft shell, 110 lbs	17c lb.
Pecan Nuts, Jumbo, bbls.	17c lb.
Large thin paper shell Pecans, full meat, unpolished	35c lb.
Sicily Filberts, bales	13c lb.

ALL THESE ARE IN ORIGINAL PACKAGES
QUALITY ALWAYS GUARANTEED

Don't forget to look over your stock of

TEAS and COFFEES

We have a nice assortment and we can sell you.

OUR SAMPLES GLADLY SUBMITTED

Prompt Shipment **Satisfaction Guaranteed** **Our Prices Are Right**

L. CHAPUT, FILS & CIE, Limitée

WHOLESALE GROCERS and IMPORTERS of TEAS, COFFEES, WINES and LIQUORS
MONTREAL

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A Profit Producing Store

is the end and aim of every merchant. The surest way to attain this result is to sell what the public wants. The reputation of

Libby's Food Products

for purity and flavor have made them popular favorites for over forty years.

Olives California Fruits
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Pork and Beans
Hawaiian Pineapple Mince Meat
Plum Pudding Jams and Jellies

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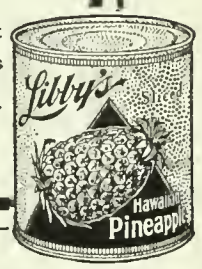


Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy **Carr's Biscuits.**

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For Prices, etc., Write To-day

CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

Where Canada Leads the World

In a strong article in the February issue of MacLean's Magazine, Elmesley Bartlett brings out a host of interesting facts with reference to Canada's pre-eminence in certain lines. Silver, nickel, asbestos, furs, binders are among the products of the Dominion that are dealt with. Much has been done to bring the name of Canada into the limelight of foreign competition and to establish the possibility of a manufactured product from a "tenderfoot" country winning its place against a phalanx of freight rates, tariffs and prejudice.

After reading this article you will gain a deeper pride in the land of your birth and a wider view of the possibilities that the future holds forth.

The February issue is full of other features that will appeal especially to business men. Here are some of them:

Safeguarding Canada's Level Crossings.

Service and Super-Service.

An article dealing with new ideas in retail merchandising.

Canadian Women in Business.

Organize Men for Peace.

The Camphor Monopoly.

Cutting the Cost of Education.

The Business Outlook.

A review of conditions in Canada by the Editor of The Financial Post.

And in addition twenty-four other features—war articles, stories and sketches, covering a wide range and appealing to every taste.

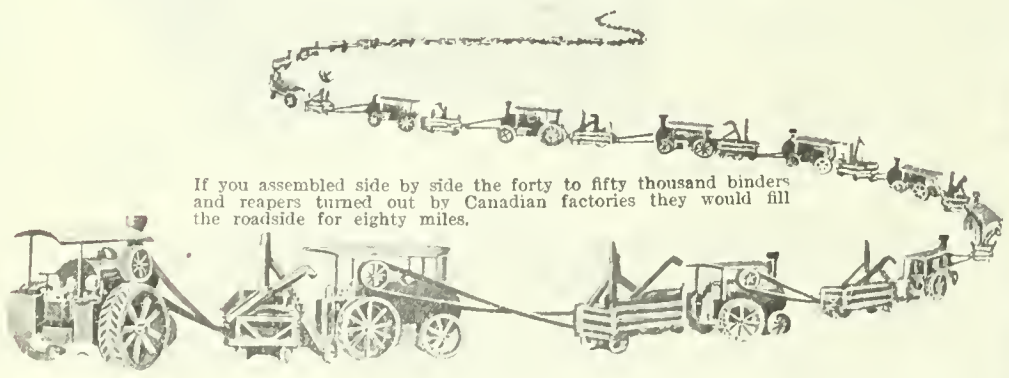
MacLean's Magazine

FEBRUARY NUMBER NOW ON SALE

$2.00 a Year — 20 cts. a Copy

MACLEAN PUBLISHING CO., LIMITED

143-153 UNIVERSITY AVENUE, TORONTO, ONT.



If you assembled side by side the forty to fifty thousand binders and reapers turned out by Canadian factories they would fill the roadside for eighty miles.

Safeguard Your Investments!

READ

THE FINANCIAL POST OF CANADA

PUBLICATION OFFICE, TORONTO, JANUARY 11, 1918

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

SUMMARY OF AVERAGE PRICES

STRONGEST BANK RETURN SINCE 1896 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

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Gives its readers information essential in determining the quality of investments. Provides an up-to-date history of financial and commercial undertakings as a guide to present and prospective investments.

The Investor's Information Bureau is conducted, free of charge, for the benefit of subscribers.

Write for a free sample copy.

The Financial Post of Canada

"The Canadian Newspaper for Investors."

143-153 University Avenue
TORONTO

COWAN

COWAN'S MAPLE BUDS

—they all like 'em, because they are rich and delicious, yet are easily digested

Once your trade gets the Maple Bud taste, you need never fear for the success of your Candy Department. Purity is The Keynote of Maple Bud Making.

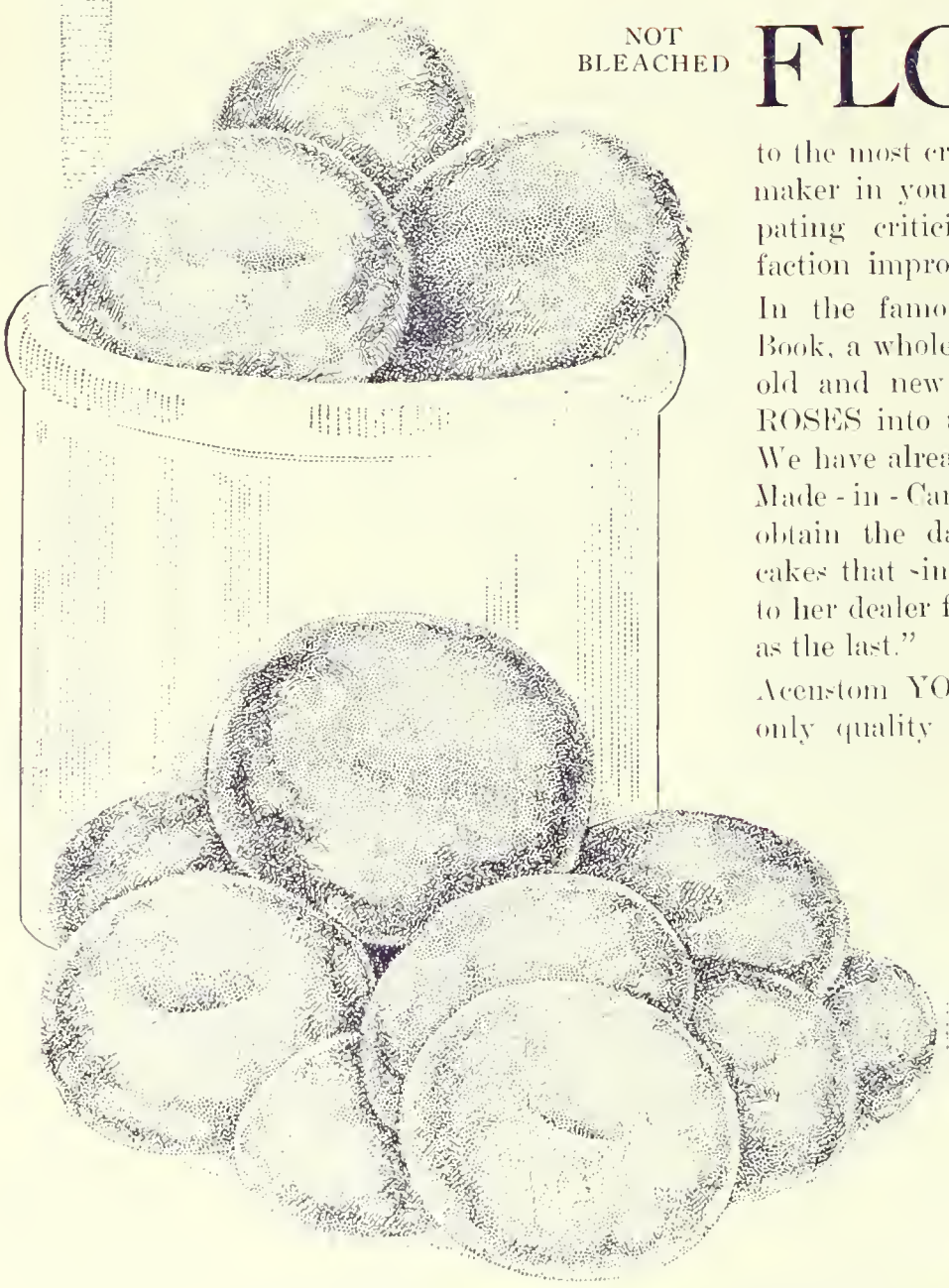
This is a clipping from one of our many consumer advertisements and shows how we are helping dealers to sell Maple Buds.

THE FLOUR THAT PUTS THE *"DOUGH"* IN DOUGHNUTS IS THE FLOUR FOR *YOU* TO SELL.

YOU are not selling merely flour, Brother Grocer, but Doughnuts, and Fried Cakes, and all the other good things FIVE ROSES flour makes. To-day we feature Doughnuts because so many thousands love them and they appear on the table so very often. A large proportion of every FIVE ROSES flour barrel is fried in the rich, deep fat. If you sell

FIVE ROSES

NOT BLEACHED **FLOUR** NOT BLENDED



to the most critical doughnut or cruller maker in your district, you are anticipating criticism and make dissatisfaction improbable.

In the famous FIVE ROSES Cook Book, a whole chapter is devoted to the old and new ways of turning FIVE ROSES into toothsome nuts of dough. We have already shown almost 200,000 Made-in-Canada housewives how to obtain the dainty, disappearing fried cakes that simply force them to return to her dealer for a barrel of flour "same as the last."

Accustom YOUR trade to quality, for only quality trade can repeat. The flour that makes the best doughnuts makes the best bread and pastry.

Ask your jobber or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

Toronto, Ottawa
Winnipeg, Calgary,
Vancouver

"The House of Character"
Daily Capacity 12,000 bbls.
MONTREAL

London, St. John
Medicine Hat,
Keewatin

FEATURING—GETTING AFTER COUNTRY TRADE

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD

Vol. XXIX PUBLICATION OFFICE: TORONTO, FEBRUARY 5, 1915 No. 6

A Revolution in Chewing Tobacco

A Revelation in Cleanliness

Here it is at last—just what you and thousands of other Grocers have always wanted—plug chewing tobacco put up in as cleanly and attractive a form as candy, sugar or tea.

Dark Chewing

Each plug is individually wrapped to protect it from all dust and dirt, as well as to keep it from soiling the pocket and clothes. The wrappers also keep the tobacco in perfect condition and prevent the plugs being chipped or broken.

Light Chewing

Both **GOOD LUCK** (Dark) and **PACIFIC** (Light) come in these clean wrappers, packed in 2-pound cartons, as shown above.

A Satin Insert Is Enclosed With Each Plug

HANDLED BY ALL THE WHOLESALE TRADE

Tuckett's

T and B Myrtle Cut

For 50 years T and B Myrtle Cut has been the true friend of the veteran smoker—the man who delights in the smooth, cool, sweet flavor of the well-aged, sun-cured Virginia leaf. Win the trade of the head of the house by stocking his favorite blend, one of the Tuckett three—"Myrtle Cut," "Orinoco" or "Our Seal"—a tobacco for all stages of smokers.

Order from your wholesaler.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

No telling how soon the War will affect shipments of

Le Calice Castile Soap

In times of peace Le Calice is produced with many eager hands 'way off in sunny southern France, where Marseilles overlooks the broad, blue Mediterranean. But the inexorable grind of war is slowly drawing off the energetic workers and even now shipments are hampered. Shrewd, far-seeing grocers are laying up a goodly stock of this famous, long-established soap NOW, while shipments are good, to avoid the inconvenience of uncertain, doubtful shipments.

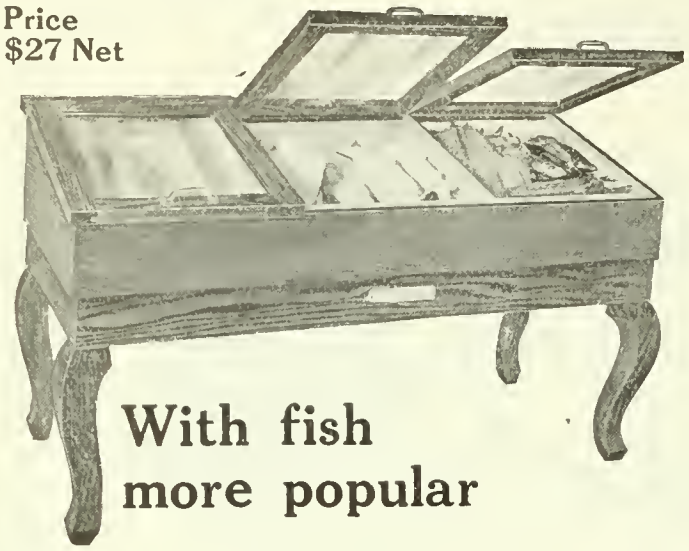
Le Calice is made only from the purest of oils; is antiseptic and healing; good for the complexion, and cleanses thoroughly the most frail and delicate fabrics without the slightest injury.

Don't run the risk of having to do without this steady, regular seller; lay in a good supply now to avoid uncertain shipments. Your wholesaler will supply you.

A. P. TIPPET & CO.

AGENTS MONTREAL

Price
$27 Net



With fish more popular

to-day than ever before in the Dominion of Canada the investment of $27 in the **Arctic Fish Display Case, shown above,** will bring big returns in increased sales. If you do not handle fish you should consider it from the new-customer-bringing and profit standpoint.

Meat is very high—fish is low and has a ready sale. Now is the time to start, for Lent is the big fish season.

Send us your order to-day and ask for refrigerator catalogue.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

GOOD NEWS FOR CANADA

McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

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Quebec and Ontario.	C. H. Cole, 501 Read Buildings, Montreal.
	C. H. Cole, 33 Front East, Toronto.
Manitoba and Saskatchewan.	Richards & Brown, Ltd., James St., Winnipeg.
Alberta.	Campbell, Wilson & Horne, Ltd., Calgary.
	Campbell, Wilson & Horne, Ltd., Lethbridge.
	Campbell, Wilson & Horne, Ltd., Edmonton.
British Columbia and Yukon.	Kelly, Douglas & Co., Ltd., Vancouver.
	Kelly, Douglas & Co., Ltd., Victoria.
	Kelly, Douglas & Co., Ltd., New Westminster.
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A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

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Recall if you can any more pleasant recollection in your boyhood

days when tired, thirsty and hungry than a glass of sparkling, cold, spring water, right from the hillside, and a slice of home-made bread and butter deep with mother's raspberry jam.

Yes, you have been there, Mr. Grocer, and you have the very taste in your mouth that inspired the manufacture of E. D. S. Jams and Jellies.

Right from the sparkling, pure spring water drawn from the mountain at the rear of our factory to the fine-flavored, fresh-picked, ripe fruit, to the ground loaf-sugar, the clean, sweet conditions of the kitchens and utensils, to the careful sealing, not a stone is left unturned that will bring and keep our products up to the standard set years ago.

The very name E. D. S. is the housewife's cue for buying jams and jellies. Now is the time to give her the cue, for her stock is getting low. Put up a display to-day and refresh her memory.

She too remembers her childhood days and associates E. D. S. Jams with her early recollections.

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You'll find Borden's Eagle Brand Condensed Milk, and all the Borden Lines, just as good, as wholesome, as convenient for you and your folks as it has proven for the many families round about you.

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GAIL BORDEN
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BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
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It curtails the housewife's work and heightens the effect in the wash. No Laundry soap is so good as Wonderful Soap and none so pure, perfect and uniform in quality.

The purity of the ingredients used makes it perfeetly safe in the washing of the most delicate fabrics.

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Housewives have absolute confidence in the baking results when they use **Cow Brand Soda.** For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

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Manufacturers
MONTREAL

Fresh Summer Vegetables in Mid-Winter

In winter time there is nothing more welcome than a dish of hot Soup.

The housewife often has the meat but not the Vegetables.

Every housewife will be glad that she now can get fresh Vegetables for her Soups, all ready for use.

To supply this demand, the Simcoe Canning Co. have put out in popular-sized tins, each containing an assortment of chopped Vegetables, namely:—Turnips, Carrots, Onions, Barley, Rice, Peas, Cabbage, Celery, with seasoning.

The element of waste and trouble is altogether eliminated. All that the housewife now requires to do to make an appetizing, wholesome Soup, is to add the contents of a tin to the boiling meat, and season to taste.

Don't be the last Grocer in your town to have this new line of canned fresh Summer Vegetables.

Be the first, if possible.

Ask travellers for more particulars.

Don't forget the brand—"SIMCOE" Brand.

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In a strong article in the February issue of MacLean's Magazine, Elmesley Bartlett brings out a host of interesting facts with reference to Canada's pre-eminence in certain lines. Silver, nickel, asbestos, furs, binders are among the products of the Dominion that are dealt with. Much has been done to bring the name of Canada into the limelight of foreign competition and to establish the possibility of a manufactured product from a "tenderfoot" country winning its place against a phalanx of freight rates, tariffs and prejudice.

After reading this article you will gain a deeper pride in the land of your birth and a wider view of the possibilities that the future holds forth.

The February issue is full of other features that will appeal especially to business men. Here are some of them:

Safeguarding Canada's Level Crossings.

Service and Super-Service.
An article dealing with new ideas in retail merchandising.

Canadian Women in Business.

Organize Men for Peace.

The Camphor Monopoly.

Cutting the Cost of Education.

The Business Outlook.
A review of conditions in Canada by the Editor of The Financial Post.

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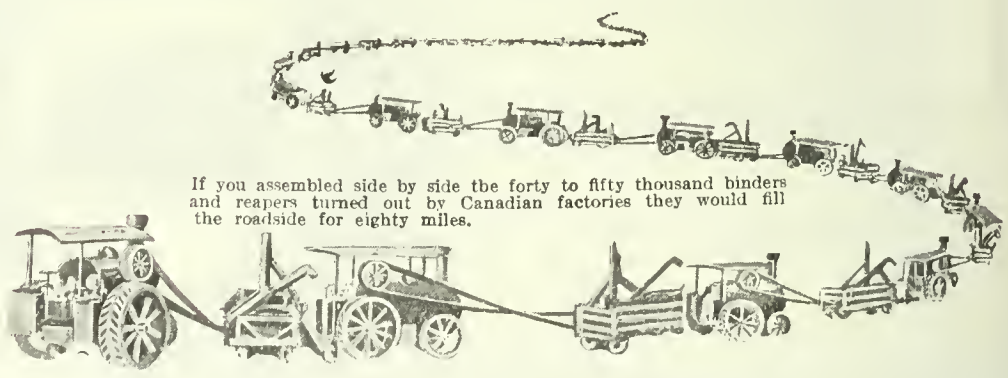
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No. 1 Japan Rice in Stock

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Women now recognize that this product does more than merely polish. It cleans and disinfects, and at the same time keeps the varnish from cracking. Ioco Liquid Gloss is also popular with motorists as the most reliable polish and cleaner for the highly finished surfaces of automobiles.

Ioco Liquid Gloss comes in half-pint, pint, quart, half-gallon and five-gallon lithographed cans.

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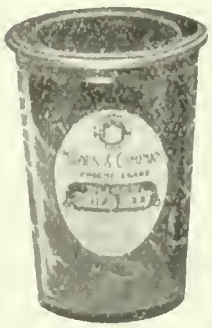

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That's the Big Thing With Anchor Caps

Security from the loss of the delicate flavor of your product. Security from the loss of its goodness, its purity.

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Retailers who stock 'Camp' Coffee are in for a busy time and a paying one! 'Camp' this season is going to boom. Strong and constant advertising coupled with the best article of its kind on the market, explains why.

Replenish your stock—quick
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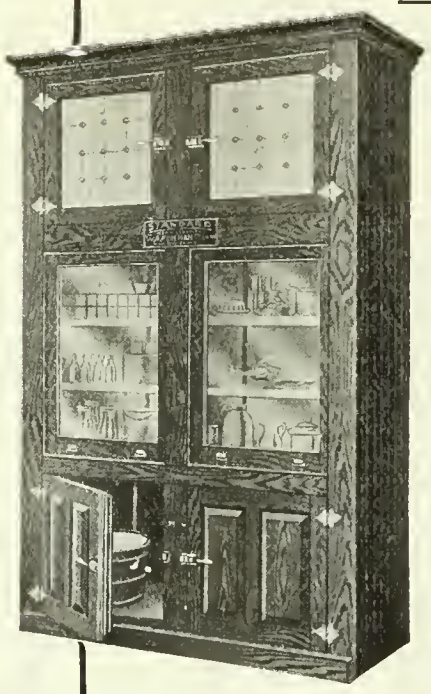
Cold Dry Air **Refrigerator**



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Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

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will tell you—after giving Rose Quesnel and Master Mason Smoking Tobaccos a trial—that for a pleasing and satisfying smoke these tobaccos are unsurpassed. They have tried other brands and they know.

Only the finest blends of tobacco are used in the production—they are sweet, fragrant, pure.

Your tobacco department will be a greater success with the addition of these lines.

Sales are easy to make, and the profit makes it worth while.

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Stove Gloss

Leakages of this kind total up surprisingly, and open the door to a permanent turn-over of trade to competitors—your competitors.

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QUALITY IS OUR FIRST CONSIDERATION

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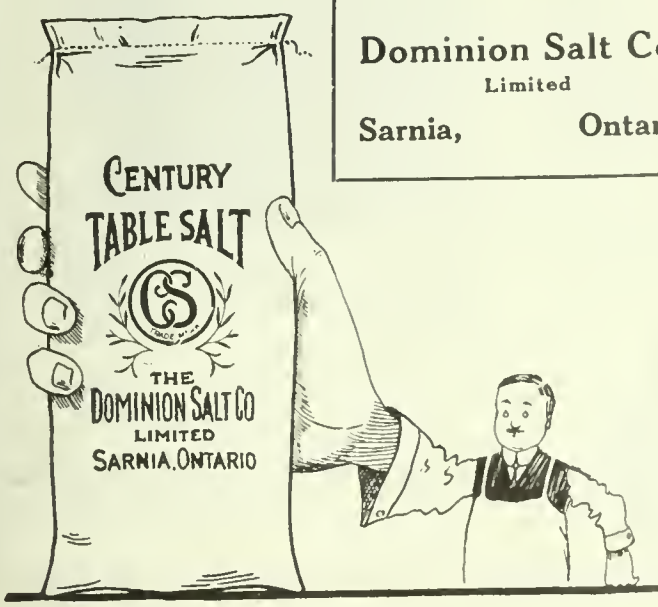

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How long are you going to lose money by using anti-quated methods

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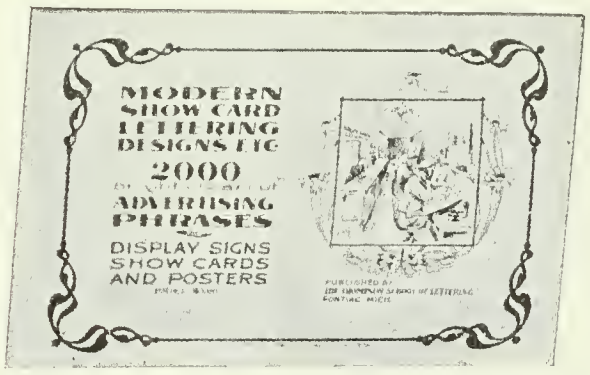
INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



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The quality is there, selling price is popular, and your margin is good.

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Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
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Have you paid any attention, Mr. Grocer, to the growth of the business in PEANUT BUTTER, an article which is rapidly increasing in favor with the public? It will pay you to look into the matter, and if you want your share of the business, it will pay you best to stock

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They like to come for Symington's

the Coffee Essence that makes such delicious coffee without trouble, waste or delay; only boiling water need be added, and it's ready. Economical, too—40 cups of perfect coffee from one bottle.

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COFFEE ESSENCE

is a proven seller everywhere. The liberal profit makes pushing it worth while. Order from your wholesaler to-day.

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Guaranteed in every respect.

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Specify "Perfect Seal."

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The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

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LEADERS—
Melagama

TEA AND COFFEE are real live leaders. They are a credit to your store. They will get you new customers and hold them in line. Be a LEADER by handling LEADERS.

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Sales on the New Cream are climbing "way up." In Tumblers, Sterling Brand Mustard with Anchor Caps, this line is an unusually popular seller. Shrewd grocers are stocking heavily. Order to-day from your dealer or direct.

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W. H. Millman & Sons
Grocery Brokers
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The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

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Importer — Foodstuffs — Exporter
I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

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Wholesale Grocery Brokers and Manufacturers' Agents.
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We solicit accounts of large and progressive manufacturers wanting live representatives.

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Representing Canadian and British Houses
Agencies Solicited
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The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

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Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
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It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
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You can talk across the Continent for two cents per word with a want ad. in this paper.

"India"—On Everybody's Lips

THE whole Empire is proud of India—and the Indian troops. For vigor and strength, the khaki-clad hill men of India are unsurpassed.

The same may be said of the hill-grown teas of Northern India. And it's this unsurpassed vigor and strength of Indian tea that gives Red Rose Tea its distinctive flavor and richness, and makes it go farther than it would if it consisted entirely of Ceylon tea.

Now, while the name "India" is on everybody's lips, is the strategic time to emphasize to your customers the "Indian" reasons for the distinctive quality of Red Rose Tea. You'll find that your customers will respond enthusiastically.

Red Rose Tea "is good tea"

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WINDSOR, ONT.

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

LATEST BULLETIN

Just as the presses close, we get the final check of last month's business.

We find that our sales for January, 1915, are

92,064 lbs.

in excess of the sales for January, 1914. This extraordinary increase in four weeks is not due to any unduly large shipments, but is the tried and proved verdict of the public on our persistent policy of "QUALITY FOREMOST"—always.

"SALADA"

TORONTO MONTREAL

The Last Day

you can avail yourself of Diamond Cleanser Special Offer is February 15th.

Cash in on it immediately—it is intended for your personal benefit just to show our appreciation of your energetic co-operation during 1914.

Here is the offer, good at any wholesaler, from January 4th to February 15th inclusive:

1.—With every order for 5 cases of Diamond Cleanser at $2.85 per case, we are including, without charge, one extra case.

2.—With every order for 3 cases at $2.85 per case, we are including, without charge, one extra half-case.

3.—With every order for single case at $3.00, we are including, without charge, six extra tins.

The popularity gained by Diamond Cleanser last year augurs well for 1915 and succeeding years. Pick out the order best suited to your requirements and get in on the extra profits.

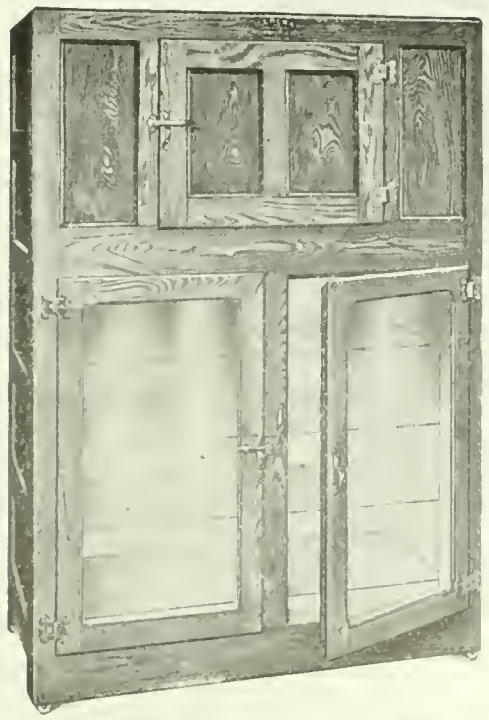
Order from your wholesaler.

STEPHENS, WELCH & CO.

7 Ossington Ave. Toronto

A EUREKA REFRIGERATOR FOR NOTHING—

This is not an advertising "stunt" but a statement based on absolute fact, proven by Grocers and Butchers all over this great Dominion of ours, that the EUREKA Refrigerator, **made in Canada,** does not cost one single penny above the loss you sustain every season by an inefficient refrigerator system. In other words, the increased profits gained by the use of the EUREKA will pay for its installation in a single season.



Make us prove our statement—**we can do it.**

Eureka Refrigerator Company

Limited

31 Brock Ave.
TORONTO

Children Thrive Best on Robinson's "Patent" Barley

And mothers know this too. Maternal pride demands the best, demands the most nourishing and healthful, demands Robinson's "Patent" Barley. A first order will enable you to see just what this demand really is in your locality.

ORDER FROM YOUR WHOLESALER TO-DAY.

Agents for Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO

Backing up our $60,000 Consumer Advertising

In every household in your community there is a demand for a remedy that will straighten up disordered or devitalized nerves. Every day you have dozens of patrons placing orders with you for groceries, who, if they knew the merits of

Dr. Cassell's Tablets

would include a package in their list and derive untold benefit from their use. Their merits have been proven beyond a shadow of a doubt for the past 30 years in the "Old Country." Now we want Canadians to know and appreciate them. We want grocers to back us up in our extensive consumer advertising campaign.

A small trial order will pay you well. Send for it and make a little counter display. Don't stick them back in the shelf, but show them to everybody.

50% profit is yours.

ORDER NOW.

Dr. Cassell's Medicine Co., Ltd.

MANCHESTER, ENG.

Agents for Canada: Harold F. Ritchie Co., Ltd.
10-14 McCaul Street Toronto

CANADIAN GROCER

VOL. XXIX FEBRUARY 5, 1915 No. 6

Getting After Country Trade*

Methods of a Village General Merchant for Beating Out the Mail Order Institutions—How He Sold a Customer an Article She Had Contemplated Buying from the Catalogue House—When You Save a Farmer Money, Tell Him About It.

"OUR business last year," remarked a village general merchant to the writer the other day, "was away ahead of that of 1913—in fact, ahead of any year in our career."

"Why, we'd never know there was a big war on if we did not see it in the newspapers," he added.

There you have in a nutshell the conditions of business among the more aggressive merchants in the smaller centres of the country where the farming trade is depended upon to a large extent.

"There is every reason," he went on, "why business with us should have been better last year than the preceding one. Isn't the farmer getting more for practically everything he produces? Look at the price of wheat and oats and hay, butter and eggs and hogs. The farmers in our district were never better off and as we went after business good and strong, we got it."

"Are the mail order houses getting much from your community?" he was asked.

"Not a great deal," was the reply. "You see we keep the post office here and we know pretty well who attempts to buy from out of town. We do not make it a point to find this out—we simply cannot help knowing. Catalogues come through frequently to several of our patrons and of course are passed on as if we knew nothing of them. We get the catalogues too and study them. In fact, one or two of them lie around the counters all the time, just so that they will be handy when required.

"Let me give you a concrete example of how the other day I won over a customer from sending a lot of her money to one of the big stores. I knew she had received a catalogue and that sooner or later she would be sending a $25 order to ———. So when she came in for her groceries that week I took her in charge myself. After she had given her order—and the family had been enquired about—she was about to leave the store. Going towards the door we passed the china counter. Of course I knew the woman well, so I asked her opinion on a new set of dishes we had placed in stock about that time. She looked the dishes over carefully and admired them, for the set was a pretty one.

A Convincing Talk.

"'Do you know,' I said, 'I was just looking through ———'s catalogue and saw exactly the same set for $2.50 more than what we are selling them at.' I picked up the catalogue near by and showed her the exact set. It surely opened her eyes. I didn't expect she was in the market for a set of dishes and neither was she. But my aim was to show her that we could sell goods just as cheaply if not cheaper on the whole than the mail order houses.

"Before she left the store she asked me if we had any nice winter coats for children. We had and I showed them to her. While she didn't say so, I knew that the catalogue had been gone over thoroughly, and I had no doubt that a child's coat was one of the articles decided upon. I quoted our regular prices for I knew that in coats we could do just as well as ———'s, and I sold her one. I found out from the catalogue after she left that we could beat the mail order

(Continued on Page 34.)

*This is the first of a series of articles on getting more business from the rural communities. Every merchant knows that apart from a few districts throughout the country the farmers are to-day the most prosperous people, because of the fact that the war has brought to them opportunities that otherwise they would not have realized. Prices are high in all grains, and it begins to look as if wheat will reach the $2 mark before the next crop is harvested. Canadian Grocer would appreciate any instances of how merchants have increased their business with the farming communities. Watch for the other articles of the series.

BUY YOUR FLOUR NOW

The wheat market has been soaring and flour is going up too. We would urge every one to buy a bag of flour now. See our window when you come to town on Saturday. Now is pancake time too. Ask to see our pancake flour and our syrups.

Flour—When you bake your own bread you want satisfactory flour. Blank Brand is guaranteed. Per sack.....

Pancake Flour—In the winter months the old-fashioned pancake supper cannot be beaten. Try a package of our Blank Brand pancake flour and see what delicious cakes it makes. Per package .....

Corn or Cane Syrup in Tins—Syrup is one of the best winter foods that can appear on the table. With pancakes, bread, hot biscuits or muffins syrup is delicious. Per tin ..c up to ..c.

Maple Syrup—It is early for new Maple Syrup yet, but we have a limited quantity left from last year in quart bottles—as pure and with as fine a flavor as when it was first boiled. Per bottle, ..c.

Pork and Beans—For a winter meal a steaming hot plate of tasty pork and beans is unsurpassed. There is strength in them. Per tin, ..c, ..c. and ..c.

Canned Tomatoes, Peas or Corn—You can get here a nice vegetable for dinner that tastes just as fresh as if it were just picked from the field, for ..c.

Visit our store on Saturday. Ask us to show you these goods.

John BROWN

75 John Street

Phone 54

With an advertisement like this in the daily or weekly newspaper, considerable business from the farmers is possible.

How Other Grocers Do Things

Handles High-Class Chocolates

Murphy Bros., who have two stores in Montreal, recently commenced to handle high-class chocolates, a line which has been left more or less to the druggist and confectioner, the grocer handling the cheaper grades. Murphy Bros. decided upon a special brand, the manufacturer of which sent them samples to give away to their customers. These were not put in the delivery boxes for the maid to eat, but were handed to better class customers when they entered the store. At Christmas they practically sold out their stock of better-class lines, and had to re-order. The line handled ran up to a dollar per 1-lb. box, the 10 oz. size bringing 50 to 60 cents. They also carried 2-lb. and 5-lb. sizes, but the latter did not go very well.

The druggist, as a rule, gets this business because he pushes it. He makes displays of chocolates at every opportunity, and gradually he has become known as headquarters for the better-class chocolates. Possibly the fact that he keeps open at night has something to do with the success he has achieved. There is large profit in good chocolates—around 33 1-3 per cent. They require special showcases, which are kept clean and reserved for high-class confectionery only.

It is not generally known that one of the best known manufacturers of chocolates in Canada first handled them in a grocery store. He started by pushing a good line. Eventually he went into the business. The industry grew, until today he is a well-known manufacturer of high-class chocolates.

* * *

An Effective Talk

When a customer makes a purchase in the grocery department of the Robt. Simpson Company, Limited, Toronto, and pays for the goods at the time, he gets a counter check slip announcing the Sales No. of the clerk, the Amount Received, the Date, the names of the articles and the price. This is intended to be kept by the customer, so that in case he desires to change the goods the store will have a complete record of the transaction.

But on the back of this slip is a splendid little talk designed to show the customer how much his visit to the store is appreciated. It runs like this:

> "Our intention is that this bill shall record a transaction so satisfactory in all respects to the customer that confidence in and friendship for this store may be established.
>
> "If for any reason we have not succeeded we will thank you if you call out attention to the shortcoming. Please be assured we will promptly rectify any error or omission on our part."

It costs but little extra to have this on the counter check and it is bound to create among customers the feeling that the store is endeavoring to give them satisfaction.

* * *

A Full-Page Grocery Ad.

The F. R. MacMillan store, Saskatoon, Sask., does a great deal of newspaper advertising. A full-page grocery advertisement from a Saskatoon paper is before the writer and there are many points to it that readers will be interested in.

In the first place, it is extra well illustrated. Surrounding the entire page are cuts of various lines of goods such as ketchup, canned spaghetti, baked beans, canned pineapple, soap, corn starch, packages of quick dessert, olives, etc. One section of the ad is given over to a lengthy list of goods each of which could be purchased at the same price—45 cents. The list was as follows:

3 lb. ——— Lard.
4 packets ——— Mincemeat.
2 lb. Best Ontario Cheese.
2 tins Norwegian Fish Balls.
2 Jars Pure Clover Honey.
2 Bottles Queen Olives.
2 Bottles ——— Pickles.
2 Bottles ——— Sauce.
3 lb. New Fard Dates.
5 lb. New Cooking Figs.
2 Packets ——— Soda Biscuits.
1 Tin ——— Mixed Biscuit.
2½-lb. Tin ——— Baking Powder.
2 Packets ——— Washing Powder.
4 Packets 16-oz. Seeded Raisins.
4 Tins ——— Lye.
4 Packets Macaroni.
4 Tins ——— Soups.
4 Tins ——— Sardines.
1-lb. Tin ——— Cocoa.
2 lb. Shredded Cocoanut.

Another part of the ad is devoted to a number of Combination Offers, such as:

1 lb. Fresh Ground Coffee, 2 lb. Finest Valencia Raisins, 2 lb. Finest Cleaned Currants, 2 pkts. —— Mincemeat, $1.

Other lists include breakfast foods, dried fruits, beans, peas, rice and other cereals, jams, marmalades, canned fish.

* * *

Valentine Confectionery

Confectionery should be prominently featured from now until after St. Valentine's Day, on the 14th of the month. Boxes of candy of the heart-shape is a good line to place where it can be readily seen. In fact, a window trim of confectionery, both box and in bulk, is necessary if the passing trade is to be secured. Some grocers sell considerable quantities of heart-shaped candy itself for St. Valentine celebrations. This business should be gone after at once if the maximum amount of benefit is to be derived from it. This is a year when the retailer must, if ever, take advantage of every opportunity for increased business, and now that St. Valentine's Day is close at hand, and a new avenue of trade opens out, a strong effort should be made to sell appropriate confectionery.

* * *

Want Early Closing

The Walkerville, Ont., branch of the Retail Merchants' Association held a banquet recently at which more than 60 were present. The association was reorganized five months ago and has now a membership of 40. Some time ago a largely signed petition was presented to the town council requesting the passage of a by-law making it compulsory for all stores, with two or three exceptions, to close at 7 p.m., excepting Saturdays and days preceding holidays. The by-law has now been prepared and will likely be passed at the next regular meeting of the town council.

London Gets Grocers' Convention

Enthusiastic Meeting of Executive of Ontario Grocers' Section of the R.M.A.—Preparations Well Under Way and a Big Crowd is Anticipated—Several Important Matters Slated for Discussion—Work of the Head Office Reviewed.

Reported by Staff Representative.

HAMILTON, Ont., Feb. 3.—The purpose of the executive meeting of the Grocers' section of the Retail Merchants' Association of Ontario, held here on Wednesday night last was the making of preparations for the annual convention of 1915. These preparations are now well under way and it is expected that in a short time the entire program will have been completed. The great enthusiasm displayed, the harmony that prevailed and the vital topics slated for discussion indicate a convention full of life and profit. One of the important parts of the proceedings was the selection of the convention city. The Ontario grocers have usually met in Toronto but this year, London has been decided on. The London members of the Executive were present, and—together with their publicity commissioner who sent a telegram—advanced the claims of the Forest City, and won their point with no opposition.

One of the big questions that will come before the grocers at this convention include the selling by wholesalers direct to consumers. A report will be presented by a committee setting forth exactly the limit to which the retailers think the wholesalers should go. The Federal Flour and Cereal Branding Act will be another problem for discussion. Still others include the Dominion Weights and Measures Act, and the Ontario garnishee law. The so-called "Co-operative Store" operations; the Contract Selling Plan and various principles connected with buying and selling will also be given prominence. The revision of Provincial acts relating to merchants such as the Transient Traders and Pedlars' Act, and the price of biscuits, so that the retailer can secure a fair profit will be other questions on the list.

Executive Well Represented.

President W. J. Mellen, of Brantford, occupied the chair and in opening the discussion referred to those members of the executive upon whom municipal honors had been bestowed at the last municipal elections — London, Stratford, Brantford and Hamilton grocers were all included in the honors, Mr. Mellen himself having been elected an alderman of Brantford in January. Secretary W. C. Miller read the minutes of the last meeting and also a letter from E. K. Barnsdale of Stratford, a member of the Executive, who has been elected Mayor of that city. Mr. Barnsdale regretted being unable to attend on account of the extra duties the mayoralty had imposed upon him. Stratford was, however, well represented by W. J. McCully. Adam Palmer, Thos. Shaw and Gordon B. Drake represented London; Chas. McCausland was there from Paris; F. C. Harp with Mr. Mellen from Brantford; J. A. McIntosh from Hamilton; W. C. Miller, E. M. Trowern, D. W. Clark and Donald McLean, from Toronto, and E. F. Mason, was there from Peterborough.

While the dates for the convention have not yet been actually decided upon, it is likely that it will be held sometime during the first week in May, probably the first Tuesday and Wednesday. That matter was left in the hands of the London members of the Executive, who will determine as soon as possible where the convention will be held in their city, and when the hall for it can be secured. London is one of the prettiest cities in Western Ontario, is easy of access from every direction, and there is no more enthusiastic bunch of grocers than the members of the association there. Together with the vital problems stated, all this assures a good big crowd for the 1915 convention. Last year the grocers were not amalgamated with the Retail Merchants' Association, and they all expressed the opinion that with this connection this year better and more effective work will be accomplished. If the enthusiasm of the executive as displayed at the meeting is an evidence of the character of the coming event, it can be safely said that the big convention will be the most successful the grocers of this Province ever held.

E. M. Trowern, Provincial and Dominion secretary of the Retail Merch-

THOS. SHAW.

ADAM PALMER.

GORDON B. DRAKE.

The three members of the Executive of the Ontario Grocers' Section of the R.M.A. in business in London, Ont., where the convention will be held this year. Preparations are now being made by them to handle a big crowd.

ants' Association of Canada, was asked to resume some of the work the parent association was doing and to suggest some of the problems that would come up at the convention. He has been working diligently in determining where wholesalers and manufacturers are at in reference to selling to co-operative stores. Some time ago he sent out letters to them, and at the meeting displayed a bundle several inches thick. A synopsis of these letters is going to be printed and sent to the various branch associations so as to show each the attitude of the various manufacturers and wholesalers to the retailers—favorable or unfavorable. The Ontario secretary made the remark that there were several "running with the hare and hunting with the hounds."

He had also sent out another letter to wholesalers and manufacturers in reference to whether large department stores were receiving goods at lower prices than the smaller retail dealers. This letter also asked whether goods were being sold at uniform stipulated prices or not. The replies will also be compiled so that the retailers of Ontario will know exactly where the firms from whom they purchase stand. The Contract Selling Plan was discussed and in the light of so much price cutting going on now-a-days it has become a very live problem for the grocers. Secretary Trowern believes that no firm can protect the profits of the retail trade unless it sells its goods not only to the retailer but to the consumer as well, on the contract selling basis. He cited a case, where a certain article was being sold on this fixed price plan to the retailer, but not to the consumer, and a cut price was placed upon it by a certain large retail store. The profits of the retail grocers in that city, were less on this account. He read some correspondence between the grain growers of Western Canada and an Eastern wholesaler. The former wanted to get car loads of groceries sent them from the East at cut prices. The wholesaler refused absolutely to sell to any organization of that character. This was the problem that the retailers had to consider deeply. There are too many wholesalers willing to supply consumers and it was thought that some means should be adopted to separate the firm that was willing to deal squarely by the retailers from the one who was out to get business from any source whatever. In fact the entire theme of the Provincial secretary's talk was more favorable conditions for the retailer with a chance to maintain his profits.

An Obscurely Prepared Act.

The Flour and Cereal Branding Act was discussed. Readers of Canadian Grocer will remember that this was taken up a few weeks ago in this paper, and the ridiculous nature of it fully explained. If the retail dealers of Canada have to put the weight and names and addresses on every package of flour or cereal they sell to any but the ultimate consumer thereof, it is going to mean a great hardship. Mr. Trowern was down to Ottawa to see the officials in regard to this, and when the matter was gone into thoroughly with them, they also came to the conclusion that the meaning of the act was obscure. Whether the Government can read the retailer into this Act or not is a question. The matter will be taken up at once with different retailers for an expression of their opinion. Mr. Trowern was not far astray when he made the remark that one has got to understand Government acts before he reads them, for if he doesn't understand them before he reads them, he will never understand them.

Supplementary evidence of wholesalers selling direct to the consumer was supplied by W. C. Miller, secretary of the Ontario Branch Grocers' section. Mr. Miller stated that recently when in a northern Ontario town on organization work, he came across plain evidence that wholesalers were selling direct to cottagers and other consumers in that district, bills of goods amounting to around $3 and $4 including a couple pounds of tea, pepper, icing sugar, etc. This he claimed was not legitimate business for a wholesale grocer and urged that something definite should be done immediately to clean off the slate. He suggested that specific rules be drawn up by the retailers and presented to the wholesalers, showing definitely what "consumer" meant. D. W. Clark urged that where members heard definitely of wholesalers selling direct to consumers that plain direct evidence be secured, such as the invoice if at all possible. Specific instances were absolutely necessary before the association could take definite action in regard to any one wholesaler.

One of the interesting features of the convention will be a talk on eggs by Mr. Porter of the Department of Agriculture at Ottawa. This man has given the egg question a great deal of thought and has something good in store for those who hear him at the convention in London. An invitation has been forwarded to have him there.

F. C. Harp, of Brantford, suggested that more information regarding new acts should be passed on to the various branches by the head office, and J. A. McIntosh, of Hamilton, asked whether the retailer would not be allowed a certain length of time during 1915 to get rid of stocks of compound maple sugar, etc. It was pointed out that the new maple sugar and syrup regulations came into effect on Jan. 1st, and that a retailer would be liable to prosecution in case the Government inspectors collected samples of compound goods containing the word "maple." It was understood that compound syrup could be sold as "table" syrup for instance.

Acts to Be All Printed.

Adam Palmer and F. C. Harp moved that the Retail Merchants' Association take up the Garnishee Law and the Weights and Measures Act and give their advice re amendments at the coming convention. This was carried. Mr. Palmer also referred to the Transient Traders legislation as requiring attention. Chas. McCausland pointed to the faulty construction of the latter and it was generally felt that amendments were needed.

As intimated above, the head office is having printed all the Ontario acts referring to the retail trade, and these will be submitted to the various branches. They will be gone over thoroughly and where necessary, amendments to them will be gone after so that they will be more workable. Secretary Trowern pointed out that some councils were passing by-laws without any statutes back of them. In Toronto for instance a by-law was passed last year by the city council telling all dealers in coke to sell it by the bushel, but as there was no statute back of it, that by-law could not be enforced.

On motion of Gordon B. Drake and D. W. Clark, a vote of thanks was tendered E. M. Trowern for the lucid way in which he presented the problems of the retailer.

The Profits on Biscuits.

E. F. Mason, of Peterborough, reported on the biscuit matter. He maintained that more consideration should be given by the manufacturers to the retailers in the matter of prices and profits. He had had an interview with a manufacturer prior to attending the meeting and had pointed out that no article intending to sell to the consumer at 10 cents should be priced to the retailer at $1. On the other hand an article costing 90 cents a dozen favored cutting to three for a quarter by those inclined, and he thought that the 95 cent price would be preferable to either of the others. The biscuit people were of course handicapped in the making of changes in view of the fact that many of them have always large quantities of certain sized packages on hand, their dies or the making of the tins, labels, etc. But as an article always sold the better at a popular price like 10 cents or a quarter he felt that the reform should come in the way of the different charges for the biscuits to the retailer.

"For instance," said Mr. Mason, "biscuits costing us 26½ cents, we could

(Continued on page 35.)

Forty Years in Business

F. A. Scott, an Ottawa Merchant, One of the Veterans of Eastern Ontario—Changes in Methods Brought About by Passing of Time — Retailer Went to the Wholesaler Then.

Written by C. W. BARTON for Canadian Grocer.

GROCERS in Eastern Ontario who did business with Montreal wholesalers thirty or forty years can speak of the days when the retailer went to the wholesaler. How different to-day! The man who waited for the grocer to come with his orders in this twentieth century would be reported by mercantile agencies before he had the chance to get his sign up. The waiting travelers in the retail store speak of the change which has taken place in the last thirty or forty years.

F. A. Scott, of Ottawa, remembers those early days. He remembers when he used to leave the Capital one day and reach the metropolis the next. It seems hardly believable in these days, when the distance can be covered comfortably in three hours. The route was via the old St. Lawrence and Ottawa Road to Prescott, where it was necessary to wait three or four hours for the Grand Trunk to Montreal. Fancy having to travel via Prescott to Montreal from Ottawa to-day! Our legislators would not like it.

It was customary for Ottawa grocers to make this journey every three months. When the fall trip was made, sufficient goods were purchased to last until spring, supplies coming up by boat. But that is hurrying. The purpose of this article is to tell a little of the life story of F. A. Scott, one of the old-timers of the Capital, still in business, but leaving its direction more or less to his sons.

When Mr. Scott was a boy there were no delivery wagons in Ottawa, and it was customary for the last boy engaged to deliver the groceries. This was the kind of job they tell yarns about, just as they tell them about sweep boys who crawled up chimneys. It was a job that boys cried over. It was desperate. It was the day when real earnest grocers were made. From delivery boy he advanced to a full-fledged clerk, and remained with his first firm for nine years. At the end of that period he started for himself on Sussex Street, and was there for nine years. At the same time he did a little jobbing in lumber, eventually buying a sawmill. Unfortunately he broke into this business about the time of the great depression in 1876, and eventually lost every cent he had made, amounting to about $22,000.

Following that he was engaged on salary by Howell & Co., Sparks Street. It was while with this firm that Mr. Scott bought out a small tea jobbing business, but this did not go very well. Only bulk tea was handled, and the country merchants were not inclined to divide their orders, as by so doing they were unable to secure good prices on their other purchases. Eventually Scott was compelled to close the business up.

Before abandoning it, however, a bankrupt stock came on to the market, which he bought, and sold it at a profit just as it stood. This enabled him to open up in the retail business again, this time on Wellington Street, west of Bank

F. A. SCOTT, Ottawa, Ont.

An old-timer in the grocery business who tells of conditions in the past in the Capital City.

Street, in the store now occupied by R. A. Powell. Later he moved across the street to the big store in which he is now located.

Moved With the Times.

It will be noticed that Mr. Scott moved with the city. While he had his ups and downs, he managed to keep pace with the times. Forty years ago, as all Ottawans know, the business section was in lower town, in the neighborhood of Sussex Street. It moved along Rideau to Sparks, and thence to Wellington Street, which street held sway at the time when Ottawa was the centre of the great lumbering industry, which has since moved north in the direction of North Bay, Mattawa, and is now in the vicinity of Cochrane.

With the growth of Canada, and the consequent growth of the Capital, business began to centre around Sparks Street, and to spread towards Bank Street, which two streets can now be considered the two chief thoroughfares of the Federal Capital. To cope with this advance, Mr. Scott opened a branch store at the corner of Bank and Gilmour Streets, where a higher class trade is done. The Wellington Street store goes under the name of F. A. Scott & Son, but is managed by Chas. F. Scott, whereas the Bank Street store is under the name of W. A. Scott, the eldest son.

Among the clerks who secured their experience with Mr. Scott were William Borthwick, T. Lemay, now on Sussex Street, and M. T. Pinkerton, who was with him for twenty-one years, and is now a well-known Ottawa grocer.

Speaking about the early days when he was in the jobbing business, Mr. Scott said that the whole of the country north as far as Minawaki was rough, but the people were fine to deal with. In those days they were all making big money, and, while he trusted everybody, he never lost a cent. He did a bigger business from 1870 to 1880 than he does to-day.

Importance of Civility.

He has done business with one bank for forty years. Now that he is in advancing years, he leaves most of the work to his sons, putting his time in between the two stores. He never entered politics, but invested all his savings in his business, so that he knew where it was, and what it was doing for him. He believes that civility has played a great part in any success he has achieved, which is seen in the fact that some of his present-day customers were customers thirty years ago.

F. A. Scott was born at Bell's Corners, within ten miles of Ottawa, and left school, in order to work, when he was twelve years of age. He served his time with James Martin & Co., later becoming a partner in the business before opening up for himself. Mr. Martin died fifteen years ago.

When you cannot look back over a year of your business life and see wherein you have improved, it is time for you to consider whether you have reached the top of the ladder.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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LIMITED

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TORONTO, FEBRUARY 5, 1915

1915 *RESOLUTIONS OF A LIVE WIRE.*

Not only will I sell my customers what they ask for but I will tell them what they want. I mean that there are always new goods being put on the market which they may want and they expect me to judge for them which of these goods they should buy. It is my business to judge what my customer wants just as much as it is to supply what is asked for. It does not need a grocer to fill orders; the errand boy could do that—I will be a grocer.

—A. L. W.

Coloring Matter Regulations

RETAILERS should realize that there are new regulations regarding the mention on the label of coloring matter in foodstuffs, and that they are liable under the Adulteration Act for any breach of these regulations. The Standards for Quality for Coloring Matters in Foods were decided upon last April, and came into effect in May; but because of objections from manufacturers affected, no attempt has yet been made by the Government to enforce the measure. However, this attempt may be made any time.

In future manufacturers who add coloring matter of any kind to their products must so state the fact on the label. It is of course not necessary to state the name of the coloring matter, but simply place the word "colored" in a conspicuous place. There are some exceptions. In the first place only harmless coloring matters are allowed in any event. Full whole milk cheese, confectionery, ice cream and butter are exempt from the regulations. All these goods may be colored with harmless substances as in the past without a declaration of the fact on the label. Then again spirits, vinegar, sauces, non-excisable fermented beverages and summer or so-called "temperance" beverages may be colored with caramel only, without any declaration on the label. In all other instances the fact that coloring matter is used must be declared.

These regulations certainly look like a hardship on the retailer who is not familiar with coloring matters and does not know what goods have or have not been colored in the past—with a few exceptions. Nevertheless the Adulteration Act makes him responsible for any neglect on the part of the manufacturer to properly label his product. If there is any doubt about whether an article is properly labeled or not, the retailer should take the matter up with the manufacturer before purchasing.

Scale Inspection Reform Needed

THE wife of a professor in a Canadian university bought some meat from a local dealer some time ago, and on weighing it on her home scale, came to the conclusion that it was a couple of ounces short. Indignantly she called up the retailer and told him of the shortage. Tirade of abuse followed that lasted several minutes.

Now the dealer in question was an honest man and prided himself on his honesty. So he took the matter up with a friend in the association who immediately sent a messenger to the house of the enthusiastic frau of the professor for the meat. The parcel was then taken to the local office of the Inland Revenue Department and weighed on a new Government tested scale. The meat instead of being a couple of ounces short weighed two ounces over the amount paid for without the paper.

Now it was the retailer's chance to score. A signed statement was secured from the Inland Revenue official as to the weight of the meat. The woman was called up on the phone by the association representative and told that she must apologize to the man she accused of cheating her. At first she refused. But on being told that the matter would be taken into court and that she would be made a public example of, there was a retractation and ample apology was made.

The trouble here was this woman had an old pair of scales that had become rusty with age and were therefore not fit for use. Not long ago there was a strong campaign on, urging the public to purchase their own scales to see that they were not being

cheated. Yet there is no provision whatever compelling private individuals to have their scales inspected. On the other hand the retailer is visited regularly by inspectors, and whether or not his scales are correct, he has to pay for the privilege of having them inspected to protect the "dear public."

That something is radically wrong is self-evident. There is assuredly work to be done by retail associations all over Canada to bring about a reform in this matter of scale inspection.

A Presumptuous Newspaper

WHY is it that so many newspapers will turn against their local merchants whenever any new fangled proposition comes along? Read this from a Walkerton, Ont., paper:

> "Walkerton is to have a co-operative store to assist in reducing the high cost of living. The Householders' Co-operative Stores Limited, of Toronto, a concern chartered by the Ontario Government with a capital stock of $400,000 and who now have a chain of stores running successfully in Toronto are now prepared to open up branches in outside districts. They have appointed Wm. Bush to organize a branch here. He will start at once to appoint a provisional advisory board and treasurer to handle the funds for subscribers, upon which the company will pay a good interest as well as profit-dividends every three months. The company will also undertake to sell produce of all kinds on the Toronto markets for its members, without charge. This will be a decided advantage to the farmers."

Some newspapers are altogether too keen to subscribe to anything that is represented as a panacea for the "high cost of living." The Householders' Co-operative Stores have been in Toronto now for several months and one would certainly have to procure a pretty effective microscope to find any wide inroads they have made into foodstuff prices. The statement that this co-operative concern "will pay a good interest as well as profit dividends every three months" is mere presumption. Who can tell what it will do? That the cost of living will be reduced, as the paper says it will, and that substantial dividends and profits will be paid at the same time is the height of guesswork because it is most improbable.

The paper quoted above should be led to understand that the future of the town it represents depends on the success of its merchants and not upon consumer propositions such as this co-operative concern.

Moisture Aplenty in the West

A TRIP through the Canadian West at the present—as was made recently by a Canadian Grocer representative—is not the disheartening experience that some people seem inclined to think. There is no pretence that business is as brisk as it has been in some past years, but there is also no feeling that the country is in for any permanent set-back. It seems, moreover, the spirit of confidence is based upon careful investigation.

At this season of the year there is always a great deal of speculation as to the crop. Moreover, conjectures as to this are usually very favorable. It is only during the summer that any real set-backs are admitted. In the present case, however, things are somewhat different. More than ever manufacturers and wholesalers are anxious to get at the exact facts, for upon next year's crop a great deal depends. It is quite possible, of course, that there will be poor districts in 1915, but from what can be learned, there seems no possible reason to expect that over the whole West the yield will not be greater by a good many thousand bushels than it was during 1914.

All who are watching the West will remember that south-western Saskatchewan and southern Alberta had exceedingly poor crops last year. There were sections in this district where farmers did not take the trouble to thrash. There was not enough grain to make this worth while. This most unfortunate result came unexpectedly—after the crops had got a good start. Up probably to the middle of July everything was in fine shape, but then the ground was completely burned out.

That such a state of affairs should occur in this belt during 1915 seems practically incredible. Up to date conditions have been very satisfactory. There were exceedingly heavy rains in October, and now the snow has covered the ground—it has melted into the ground and covered the ground again. Experts state that there is seven feet of moisture in the land in this district. Talking with a farmer who has 2½ sections of land in this belt, and who last year reaped a crop of only 2,000 bushels, the statement made that whether there are any rains or not up to the middle of June the crops will be all right. It hardly seems reasonable that further moisture will not be secured during the course of the spring.

In the Western cities, where so much depends upon the coming crop, the feeling is one of confidence. All admit the possibility of failures in certain districts, but there have not for years been better prospects of a good general yield than at the present time. One going through the country sees on every hand that more land than usual is prepared for the crop, and it is very evident that the moisture is in the land in satisfactory quantities.

Editorial Notes

FEBRUARY is a big fish month.

* * *

LIVE PEOPLE should not be expected to buy goods at a dead store.

• • •

THE AVERAGE store will make money by pushing the sales of seasonable lines.

• • •

HON. MR. WHITE may come to be known, if not as Texas Tommy, at any rate as Taxes Tommy.

• • •

IT WOULD SEEM from news despatches that the Russians are providing well in advance for their 1915 Christmas celebrations. A few more army corps of Turks would put them on "easy street."

• • •

IF THE STEVENS Bill passes in Washington, D.C., manufacturers in the United States who desire it will have the privilege of placing fixed prices on their products to the consumer and will have the power to maintain them.

CARDWRITING MADE EASY

By R. T. D. Edwards

LESSON NO. 2.

BEFORE delving into this lesson I would urge all of you who have definitely decided to follow this card-writing series to ask yourselves this question: "Have I mastered the lesson set forth in this paper a month ago?"

Can you honestly say: "Yes," or is the answer "No." You know better than anyone else whether you have become master of all the lines, curves and figures. You also know that if you have not you are the only one who is going to lose thereby. If there is any doubt in your mind show your work to your employer or some other competent person, and let him say whether it comes up to the standard shown in chart No. I. If he says that you haven't, then you have surely neglected that all important part of the work on which so much depends—PRACTICE. Omit the practice from all kind of study and the theory is soon to be forgotten. You must practice all the time even when you are able to make the lessons correctly. If you don't you go back—you cannot stand still.

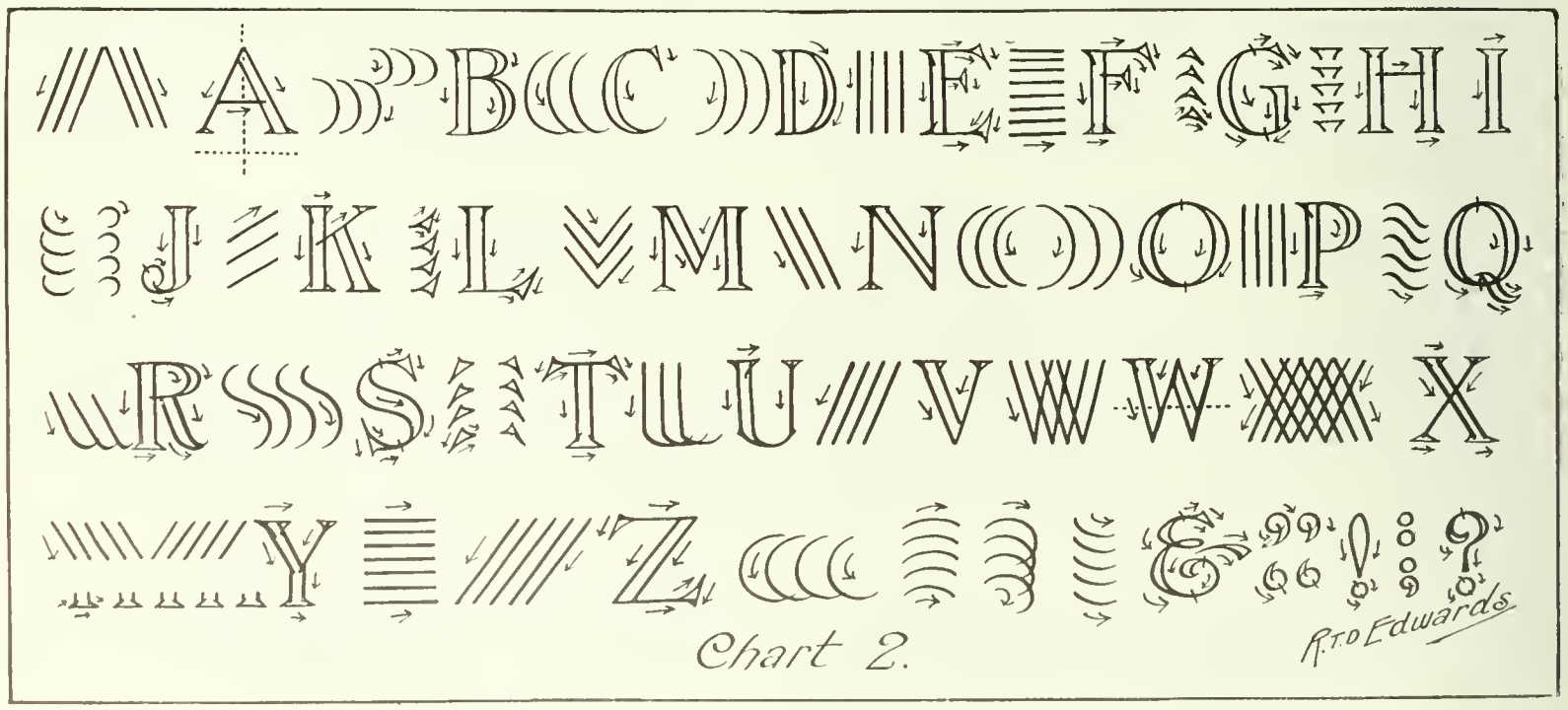
Actual Show Cards Already.

This month I am giving in chart form the upper case Roman alphabet. This form of lettering goes hand-in-hand with the figures of last month, and combining the two this month we can make show cards suitable and acceptable for any store.

The student should start practice work by laying out a half sheet card with guide lines one and one-half inches apart across the card. Then begin with the oblique line exercises preceding the "A" as shown in the chart, using a pencil to block out the work before the pen is applied. The exercises should be pursued until you have succeeded in getting the lines parallel—and remember a ruler must not be used. Having accomplished the straight lines, next make the letter "A." This letter requires and needs a great deal of practice so as to have both sides properly balanced—the dotted lines illustrate one method to assist the student in this.

The two sets of curved lines in the letter "B" require frequent practice. Note that the lower one extends more to the right than does the upper. Care, too, should be exercised in getting the "C" graceful. The upper spur should come directly above the lower point. The curved lines of the "D" should be farthest apart at the centre. The upright lines necessitate a great deal of practice as many beginners have difficulty in keeping them from slanting either to the right or to the left. It makes the "E" more attractive to have the centre stroke slightly nearer the top than the bottom. Parallel horizontal lines such as precede the "F" constitute the best kind of a practising exercise.

The making of spurs should occupy considerable of the student's time as



The making of each letter in this chart is fully explained in the text.

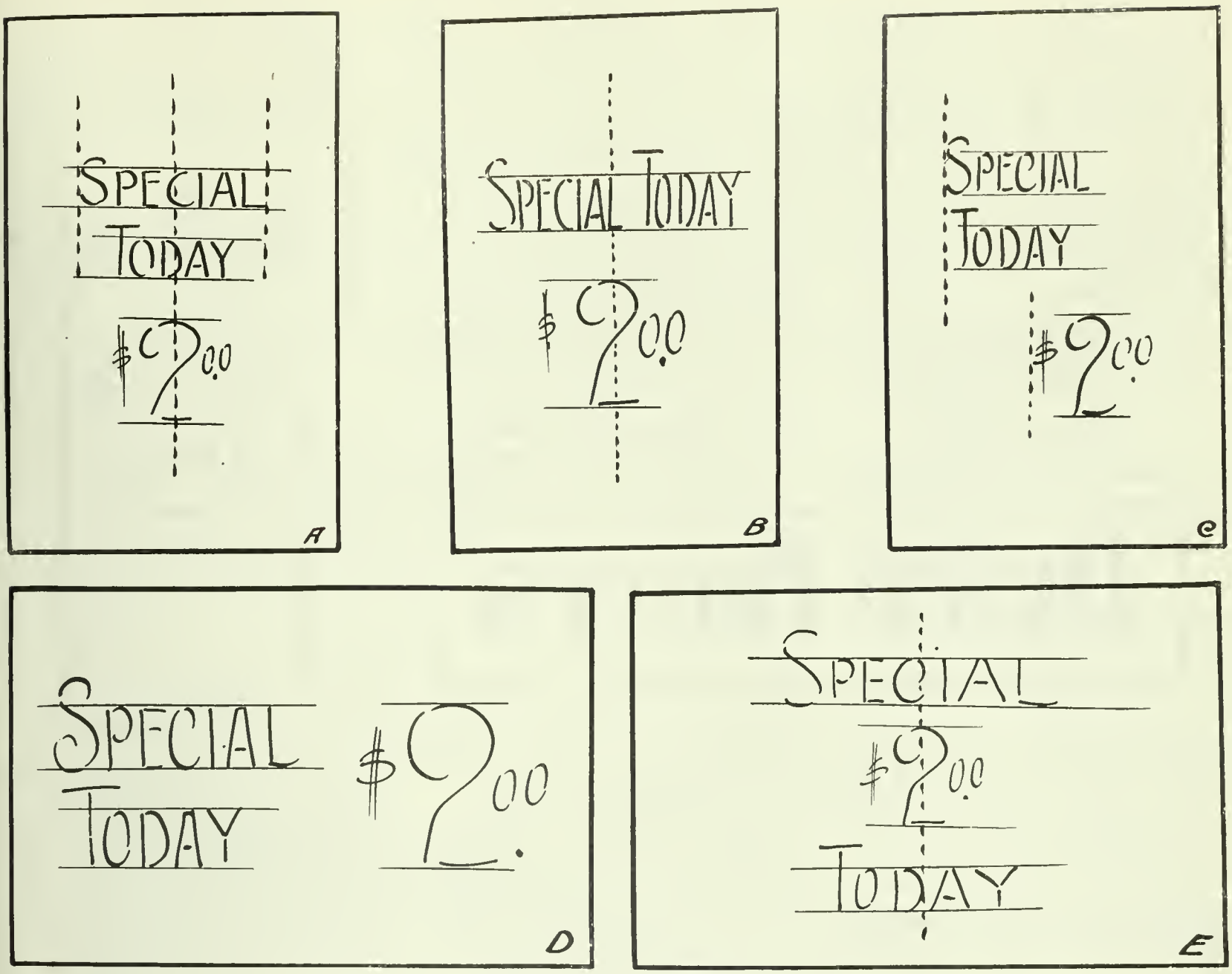


Figure 1.—A, B, C, D, E.

they add the "life" to this class of letter. Make careful note of the exercises preceding the "G" and "H." The cross bar of the "H" should be slightly above the centre of the letter for the sake of good apearance. The straight lines of the "I," the same as all other similar ones, must be kept equal distances apart for the full length of the letter. The tail of the "J" requires much attention—the two preceding exercises will help the mastering of this. "K" is made up of straight lines but nevertheless requires long practice before it can be used on the show card. The upper right hand slanting line should join the upright a little above the centre. The lower arm of the "L" should extend to the right about two-thirds the height of the upright to balance it evenly.

The Intricate Letters "M" and "O."

"M" is a letter upon which many amateurs fall down so study it carefully. The centre point should be exactly in the centre of the upright lines. The two outside lines of the "N" should be drawn first and the sloping lines inserted afterwards.

"O" is one of the most difficult letters in the alphabet to make. Both sides must be of uniform curves. Four

Fig. 2.

This shows how the "T" Square is used for ruling the card.

strokes are all that are required to make it.

The curved lines of the "P" should join the upright as near the centre as possible. The tail of the "Q" should be as graceful as the other part of the letter. The tail of the "R" when pointed as shown here should project a little more to the right than the upper curve. "S" like the "O" is very intricate and requires patience and practice to master. The curved lines should be practised many times. Perfecting the upper spurs of the "T" is where many have trouble. They must both be at the same slant only opposite. The upright lines of the "U" should terminate about one-eighth of an inch above the lower guide line so as to have room to join them both up with the curve lines. The "V" and "W" are of a somewhat similar nature, only the latter requires the angles of the slanting lines to be even as the dotted line indicates. The intersection of both lines of the "X" should be slightly nearer the top than the bottom. The angle of the

"Y" should be at equal distance between the guide lines. The sloping lines of the "Z" also require a great deal of attention. The "&" and all punctuation marks require just as much attention and practice as does any letter on the chart. The arrows indicate the direction in which to draw the strokes. The student should begin from the upper left hand corner and work towards the lower right corner always. The small cross lines indicate the beginning and end of the curved lines.

The same pen nibs as illustrated last month should be used for this work. The more blunt the nib is the better, providing the ink will flow off it freely.

Hints on Spacing.

One of the most important points for the beginner is the mastering of proper spacing on the show card. The letters may be formed almost perfect but if the card is poorly spaced the good lettering goes for naught. I have heard experienced card-writers say, and I know it to be a fact, that a card poorly lettered and well spaced is far superior as a merchandise card, than the one well lettered and poorly spaced.

When a card is well spaced and properly balanced up, it can be read at a glance.

One serious error that the beginner often makes is the working in of too many curved lines. Once and a while they are all right but the majority of show cards should be lettered straight across, parallel with the top and bottom of the card. I have seen many cards of the amateur type, on which every word was written in a curve. Prospective customers waste much time if they stop to read it, but in the majority of cases the card is left unread.

Read-As-You-Run Cards.

The one great point to aim at when executing a show card is to make it the "Read-as-you-run" variety, and all depends on the layout.

A Completed Card.

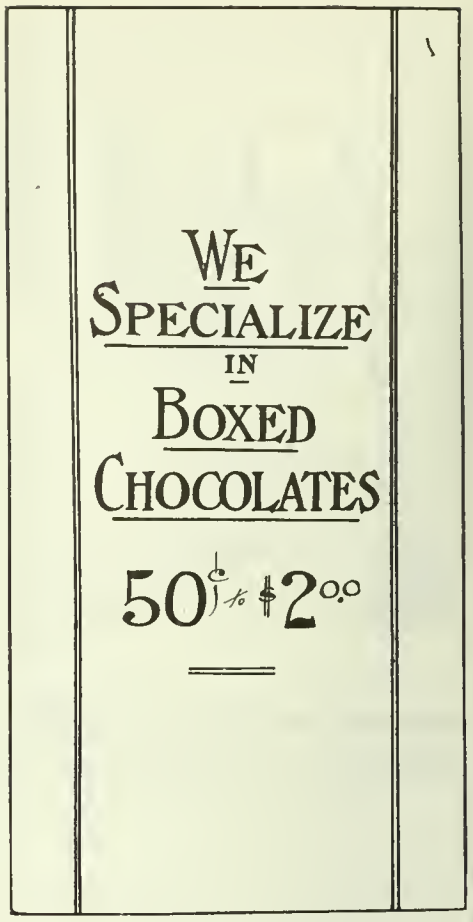


Figure 4.
Combination of lettering and neat layout.

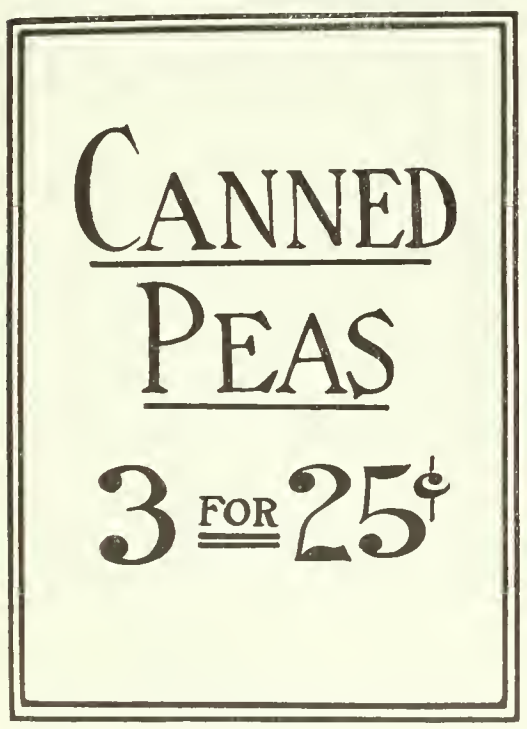


Fig. 3.

Type of word student should not be able to do.

Special To-day, $2.00.

Fig. No. I shows five different layouts for an ordinary card. Cards like these are of the ordinary sale variety, but you see how many different layouts all with the same wording can be made and all are probably equally effective.

The "T" Square Helpful.

Many card-writers use a "T" square with which to rule out the cards. This is a very sure and quick way of getting guide lines at right angles with the ends of the card. Fig. No. 2 demonstrates its use.

One can also get the same result if care is taken with an ordinary ruler by measuring with the eye; with continued practice you can rule a card just as accurately as if it had been measured.

The Fig. 3 card gives a fair indication of what kind of work should be expected from the person who follows this lesson thoroughly. This card gives the combination of the first and second lesson put into actual practice.

In the Fig. 4 card we have a combination of lettering and neat layout. The cards are exceedingly simple but you must admit that they could with propriety be used along with the very best display of merchandise.

CANNED BEEF SITUATION.

A report reached Canadian Grocer during the week to the effect that packers in the United States are having some difficulty getting beef. Both Australia and South America, from whom the United States packers have been obtaining large supplies—in view of a shortage of cattle in that country—have been shipping most of their dressed beef to England. The same report intimated that Canada has yet an abundant supply of cattle, and that consequently the prices for canned beef would ease off here, whereas the United States packers were looking for an advance.

A Montreal firm when asked as to the market situation in Canada, stated that there has been a tendency during the past two months for all meats to cheapen in Canada. It has been trifling, but nevertheless a decline. In reply to a contention that Canada might export in view of the absence of a duty, the firm said that was true, but there is none to export. They believe that an advance has already taken place in the United States.

This opinion was, however, not entertained by two or three large cattle dealers and packers in Toronto. They contended that so far as they could see there was nothing in the situation here that would tend to any decline, unless it was the fact that this is an off season for canned beef. Substantiating this contention, a large exporter recently purchased $120,000 worth of canned meats to go to France and paid for them 10 per cent. more than he could have bought them at in Chicago. He was simply desirous of placing the business in Canada.

Figuring Profits Accurately

Another Treatise on This Important Problem—Recent Article in Canadian Grocer Eulogized—Why Manufacturers Have Not Understood the Reason Why the Retailer Should Base Profits on Selling Price.

IN a recent issue of Canadian Grocer the problem of figuring profits was gone into, the methods of several Canadian retailers being given. Read in this connection the following from the Burroughs Adding Machine Co., will prove of value to those interested in this big problem:

Editor Canadian Grocer:

Dear Sir,—We note with interest an article in your January 8th edition of Canadian Grocer, entitled "Majority Figure Profits on the Selling Price."

The subject treated is a vital one, as the article points out; and you certainly deserve commendation on the enterprising way in which you have handled it.

When your article was brought to my attention, it naturally recalled to mind a little booklet we have had in print here for some time, and of which we have just finished printing the sixth edition, namely, "The Right Way to Figure Profits."

This booklet was written by Thomas A. Fernley, of Philadelphia, and advocates in no uncertain terms the selling price as the proper basis of figuring profits. From the letters and comments we have received since it was first printed, this booklet has created a profound impression in the retail world. Thinking that you might want to read this book over, we are to-day mailing you a copy under separate cover.

Upon reading "The Right Way to Figure Profits," you will find that in addition to comparing the relative merits of figuring profits on the cost basis and figuring them on the selling basis, it gives some simple examples which show specifically how profits should be figured on the selling price.

We trust this little book will prove of interest to you.

W. R. MELTON,
Research Division,
Burroughs Adding Machine Co.
Detroit, Mich.

The Need of Accuracy.

The book on "The Right Way to Figure Profits," to which Mr. Melton refers has been read before by the writer and it certainly covers the problem pretty thoroughly, and in a way that leaves little doubt as to the proper way to figure profits. Mr. Fernley's reasons are based on sound logic and a few ex-

REASONS FOR FIGURING ON SELLING PRICE.

"The fact that a profit is not made until a sale is actually effected further advances the selling price as the proper basing factor for percentage of profit.

"The salary or other form of remuneration of salesmen is always reckoned on the sale and the amount is always based more or less on a percentage of the sales totals.

"Mercantile or other taxes of a similar nature are assessed on a certain percentage of the annual sales.

"All allowances in percentage to customers for any reason, or no reason at all, are based on the selling price. There is the 10% allowance by Department Stores to the clergy, dressmakers, teachers, etc.—all deduct the 10% from the selling price, and they neither know of nor care about the cost.

"Certainly the astute managers of department stores do not add 10% and then allow 10%, thereby losing 1%."—Thos. A. Fernley.

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tracts from the book should prove of great value to readers.

"It is indeed remarkable," he says, "that on such an important subject as the method of calculating the percentage of profits there should be such a variance of opinion as seems to exist, for the issue involved is vital to the welfare of every one engaged in any form of commercial activity.

"True the vital issue is the showing of net profit in dollars and cents at the end of the year when the inventory is completed and books are closed, but in order that this showing should be satisfactory, the proper method of figuring profits should be pursued during the year. In our mind there should be no misunderstanding as to the correct method of calculating this most essential element in every business transaction, for accuracy is the twin brother of honesty and right methods are necessary for the attainment of any desirable thing.

"Every man engaged in business ought to be able to see that John does not have 50 per cent. more than James, because James has 50 per cent. less than John.

"Yet many business men seem to have persistently refused to acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum—that if a fixed sum is a certain per cent. of a certain sum, it is a smaller per cent. of a larger sum—or to put it correctly, that if 25 is 25 per cent. of 100 it is only 20 per cent. of 125 and 25 per cent. increase over cost is 20 per cent. profit on the selling price.

A Rock That Wrecks.

"An incorrect or incomplete understanding of percentage of profits and failure to observe the proper method of figuring the percentage of profit is the rock on which many commercial undertakings have gone to pieces.

"The subject of percentage of profit has not been given sufficient consideration by the school and college text-book writers, especially from the standpoint of business men, so that the insufficient and incorrect understanding of the question has led many to falsely believe that the percentage of profit should be figured on the cost.

"The method of figuring the ratio of profit on the sale is declared by many who may not be fully informed to be diametrically contrary to the methods taught in our schools and is, therefore, loudly decried by those who now insist on using the net cost as a base, to their consequent loss.

"So that it may not be misunderstood, it should be said that it is scientifically correct to use either the cost or the selling price as a base in figuring the percentage of profit, so long as it is stated on what base the percentage has been calculated."

Gain and Profit Defined.

Dealing with the difference in meaning of loss or gain Mr. Fernley says: "School and text books refer to this question as 'Percentage of Gain or Loss,' and the initial figure or cost is used as the base.

"Some text books use as the base a prime or net cost and others again add a certain amount for expenses using the gross cost as the base. So far as the question under discussion is concerned, the percentage of profit should be figured on the selling price, just the same, whether prime cost or cost plus selling expense is used.

"Many of the examples given refer to abstract figures, citing such cases as the following:

"If the population of a town increases from 30,000 to 45,000, what is the percentage of gain? Answer —50 per cent.'

"This is, of course, correct, and the words 'gain' and 'increase' are properly used in this connection, but this bears no relation to the question of percentage of profit as applied to commercial transactions involving money."

Here is another significant statement: "A percentage of gain or increase of many hundred per cent. is possible but as percentage of profit is on sale, 100 per cent. profit is impossible unless the goods are secured free of charge.

"The percentage of profit and the percentage of cost of doing business should both be figured on the same basis.

"First let us consider what we use as our cost. Almost all merchants consider as cost the invoice price or 'prime' cost, with no selling or other expenses added, merely figuring in the cost of delivery to their warehouse.

"All operating expenses, storage, selling, office expenses and every other item of expense and profit must be provided for in the difference between this net cost and the net selling price.

The Way of Some Manufacturers.

"On the other hand, manufacturers very generally start with their shop or mill cost, and add to this all the direct outlays incident to placing the goods in the hands of the buyer. This includes storage, selling expenses, office expenses, packing, freight, and all miscellaneous expenses, making a gross cost above which everything is profit.

"This fact accounts in a measure for the variance of opinion between some manufacturers and merchants on this question. Manufacturers are prone to tell merchants that on their line of goods a profit of 25 per cent. is made, when the fact is that the gross profit is 20 per cent. on the sale. If arguments of this nature are properly met a change of method beneficial to the entire business community will be effected.

"In every business (we refer more particularly to merchandising) two separate amounts of capital are required. One item of capital is required for investment in merchandise. Another item of capital is necessary for operating expenses, selling expenses, and all other expenditures not properly chargeable to merchandise account.

"All the capital invested in the business must produce a proper return. Dividends are obviously impossible on the entire amount of capital invested unless all is considered in making selling prices.

Sound Reasoning.

"If the percentage of profit is reckoned on the cost of merchandise only, no provision is made for the other necessary item of capital demanding returns.

"The sales totals are always readily ascertained, but the total of each individual, daily and monthly cost of goods sold is seldom, if ever, recorded in the books of business houses.

"Therefore, with the sales totals always present and the fact conceded that the purpose of the business is primarily selling, is not the sale a proper base for all calculations, and how could cost be considered when it is not definitely known by reference to sales books?

"Gross costs can only be ascertained from the totals obtained at the end of the business year, and are not shown daily as are the gross sales.

"The amount of profits depends largely on the volume of business, so that the percentage of profits to sales is

(Continued on page 45.)

World's Congress of Grocers

Big Convention Called at San Francisco, Beginning May 10 — Invitation Extended Through Canadian Grocer to Retailers of Canada.

CANADIAN Grocer has already discussed the probability of a World's Congress of Grocers at San Francisco, Cal., during the great Exposition there. In this connection the following letter from the President of The National Retail Grocers' Association of the United States will be read with interest:

Editor Canadian Grocer,

Dear Sir:—I am writing to call your attention to the fact that the 18th annual convention of the National Association of Retail Grocers of the United States will be held in San Francisco during the week of May 10, 1915, and on Wednesday, May 12th, during that week, we are going to celebrate "Grocers' Day" at the Exposition. This day has been set aside especially for the delegates to our convention and all retail grocers from all parts of the world who will be here; therefore, we are arranging a World's Congress of Retail Grocers on that day.

We hope every retail grocer, every trader or provision man in Canada who is coming this way about that time to attend the Panama Pacific International Exposition, will make it a point to be here during the week of May 10th and attend the World's Congress of Retail Grocers on May 12th, on the Exposition Grounds, ending at Festival Hall, an immense Auditorium where we will arrange a program of speakers from different sections of the world, where they may tell us what is doing in an association way there.

I know Australia is doing well in an organization way and we have already been assured by Mr. Arthur Giles, secretary of the British Federation of Retail Grocers, that he will be present at this Congress and bring a delegation with him. To the secretary of the French Federation of Retail Grocers we have also extended an invitation.

We will have delegates to this Congress from Canada, Mexico, Alaska, Hawaii, and parts of South America, as well as the Philippines and Hong Kong, China; therefore, we hope you will boost all you can to see that a delegation from your different associations in your country will attend this—the only World's Congress of Retail Grocers, General Merchants and Traders that may ever be held.

Many who are coming to the Exposition can arrange their affairs to be here on the week of May 10th and take part in the biggest day of organized grocerydom. Wednesday, May 12th, the World's Congress of Retail Grocers.

I hope you will keep this office notified what the prospects are of having representatives from your part of the World.

Extending my best wishes for a successful year during 1915 to you and yours, I am,

Yours very truly,

NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE U.S.,
F. B. Connolly, President.

Getting Cured and Cooked Meat Trade

Reasons Presented Why There is Good Business to be Secured and Methods of Different Dealers for Going After It — Importance of Display.

IN the sales of the average grocery store to-day the cured and cooked meat counter is playing a prominent part. While there are some who treat this department more as an accommodation to a few customers than anything else, there are others who have developed this into one of the most paying of the entire store. That there is a demand for cured and cooked meats is indisputable. The question is, can this demand be increased by the judicious display and aggressive selling methods of the retailer? This question is answered by a great many retailers in the affirmative, who have by featuring meats and sausage built up a nice paying department with little extra expense.

Saving in Expenses.

There are a few points that the grocer should consider in the operation of a cured and cooked meat counter. The first is that meats can be delivered along with groceries at no extra expense. It is usually the case where a person orders meat from a grocer she will also order her groceries there. In the second place, the dealer can operate his meat department usually with the same staff as the grocery end of the business. Of course, when the meat sales reach the extent where an extra salesman is required to handle it alone, then it is a paying investment to employ an extra salesman.

It is apparently human nature that when a woman goes out on a shopping tour she calls upon her grocer first. If she sees there the meat she requires she will buy it from the grocer.

Again, a corner in the majority of stores can be readily found for a meat counter without crowding the remainder. One dealer, interviewed by Canadian Grocer not long ago, stated that with the recent addition of a provision counter he had greatly increased his turnover and at the same time brought in new customers for the grocery department. The fact that it was costing him nothing extra for delivery meant that he was able to make a nice little profit.

In discussing the provision department, David Wilson, Cranbrook, B.C., gives some pointers for the trade to consider. "From my experience in handling a provision department," he says, "I find it advisable to appoint an assistant who takes more than the ordinary interest in cured and cooked meats and sausage. I allow him to do all the slicing of hams or bacon ordered by our customers. I believe that by this method I am saving many dollars in a year, because if several assistants are allowed to slice or cut up bacon, there will be no end of trouble and waste. My advice is that when slicing bacon one should never begin to cut a side in two, but rather to slice it from one of the ends. When the piece is sliced down to about four pounds, no more should be cut off, as cuts of that size have a very ready sale in the piece. People requiring their bacon sliced get it from another piece. This method prevents small ends lying around the store, which are of no value whatever.

"I have found a platter covered with nice crisp lettuce and sliced bacon, neatly laid around it, a great help to sales. This makes a tempting display, and is certainly a creator of business.

"My method is to purchase no more than will last for two weeks, so that we never have a lot of stale goods on hand. We order perishable goods, such as sausages daily, if at all possible, and we always make it a point to sell the old stock first."

W. J. Bragg, Gainsboro, Sask., has an annual turnover in cured and cooked meats, etc., of more than $500, and his department is so conducted that he always makes a net profit. He claims that keeping meats on display where they will be seen by every customer coming into the store is bound to be responsible for a good many sales.

Sells $2,000 Worth.

C. Laundry, St. Flazie, Que., sells in the neighborhood of $2,000 worth of cured and cooked meats and sausages in a year. He also makes a net profit on them. Practically all his goods are sold in the whole piece and none are sliced, which, of course, prevents any loss in slicing or waste through ends being unsalable. He makes it a point, too, to have the goods always fresh.

A. Griffin, Alma, Ont., sells cured and cooked meats to the extent of about $500 a year, and says he makes a net profit on them too.

The experiences of these few merchants indicate that there is money to be secured in a cooked meat counter. An Ontario grocer stated recently that by featuring sliced bacon, cut evenly with a meat slicer, he was able to increase his provision sales more than 60 per cent. in a year. His method was to slice sufficient bacon to last a whole day. This was neatly laid on parchment paper and carefully piled in a display refrigerator at the front of the store. The customers, he said, always saw this on entering the store and on leaving it, and in a great many cases the display alone produced a sale.

As the British Columbia dealer pointed out, a splendid method for displaying bacon and cooked ham is by the use of platters in the window garnished with lettuce or other green stuff. Now that many retailers are not finding the usual sales for goods that are in the luxury class, every endeavor should be made to get after logical grocery side lines, such as ham, bacon and sausages. Wholesale dealers point out that this year they are experiencing good business in cooked hams, which they did not expect, particularly in cold weather and when prices are fairly high. This shows the trend of the methods of the housewife. She is endeavoring to cut down labor to the greatest possible extent, and is buying cooked meats.

Take advantage of this and get the business that is passing in your district.

FOOD VALUES AND COSTS.

How to secure the highest nutritive value in food at the lowest cost is the problem dealt with in a leaflet issued by Dr. John W. S. McCullough, chief officer of the Ontario Provincial Board of Health.

That dried peas and beans contain as much flesh-forming material as meat, is one piece of information given. It is also interesting to know that bread and pastry from "seconds" flour are more nourishing than from white flour, and that oatmeal, when thoroughly boiled, is highly nutritive. Another economic suggestion is the boiling or baking of potatoes without peeling. The leaflet recommends milk, meat once a day, herrings, codfish and bloaters, dripping, which is said to be as nourishing as butter, and cheese, said to have more food value than meat. There is a strong recommendation for the copious drinking of water. Milk and cocoa are regarded with favor.

The general advice given and principles set forth are supplemented by a number of recipes for cooking and serving various kinds of food. These are designed to aid in the preparing of dainty and wholesome courses, always with regard to obtaining food values with the minimum of cost.

Canned Goods Situation

THE fact that many canned goods have been sold recently rather cheap to the trade, has led to the assumption that the demand is poor, and that the supply is large, but if the situation is carefully analyzed, another reason for this condition of affairs presents itself. In the past, it has been the general custom of the retail trade to purchase yearly supplies of canned goods in the early part of the year in a sufficient quantity to keep them going until the new pack came in the following year. This has been somewhat changed of late, the retailer being content to order in smaller quantities, and more frequently, so that less of his money would be tied up in one particular line.

Some canners now are finding themselves in need of money. This is one reason why so many large stocks have been placed on the market of late at low figures. In discussing the canned goods situation too, it must not be forgotten that the heavy consuming season has not yet arrived. Between now and the new pack, there is going to be a heavy consumption, and it is certainly early to predict that the usual quantities of canned goods will not go into consumption.

In the West, the situation is exceedingly hopeful for heavy buying just as soon as Spring opens up. It is generally understood by the trade that the West has not an overload of canned goods in its possession at the present time. It bought exceedingly light last fall, and just sufficient stock to keep the trade going in a hand to mouth way. This means that western stocks must be pretty well depleted by this time. When spring opens out upon us, and the western farmer gets on to the land, there is bound to be a big revival in the consumption of canned goods, which means that there is going to be heavy ordering from the East. In so far as the three important vegetables are concerned—tomatoes, corn and peas—it is predicted that there will be little hold over and if any, it will be on tomatoes, as this was a particularly large pack last fall, due to the fine autumn weather that prevailed.

When all these things are taken into consideration it does not look as if prices will drop away very much. In fact those in close touch with the situation, are inclined to think that some advances will be made, if any change whatever occurs.

The Dominion Canners secured a large contract from the British Government which took every tin of canned poultry they had for sale. The prices secured were in advance of those prevailing in Canada. They could have sold a much larger quantity had they had it.

Newspaper reports indicate that growers in Western Ontario are discussing the probable price of tomatoes for the coming canning season. One report stated that the growers decided not to accept anything less than 30c a bushel this year. This does not indicate that thy will get it, or that canned tomatoes will be any dearer this year than last. It will be remembered that when a few years ago, some growers in Eastern Ontario, decided on a similar action. the canners bought their own farms and grew their own vegetables. A similar thing may happen again.

U.S. SYMPATHISERS HELP THE BRITISH.

The British American War Relief Fund which was opened in New York last fall has done and is doing much to provide warm clothing and comfort for British soldiers and sailors on active service and in the hospitals. It is being conducted under the patronage of the presidents of the St. George Society, St. Andrews Society, St. David's Society and the Canadian Society, all of New York. Richard Harding Davis is the corresponding secretary. This is a most worthy object our friends in the United States have undertaken. Articles such as mufflers, wristlets, socks, woolen gloves, belts, woolen helmets, colored handkerchiefs, woolen underdrawers, undershirts, cardigan jackets, sweaters and tobacco; and for the hospitals, old linen, bandages, antiseptic gauze and anesthetics, are being collected and purchased. Already articles have been forwarded and have been acknowledged by Lord Kitchener.

Canada, as a part of the British Empire, hears with a great deal of gratitude of what our neighbors to the south are doing. Those connected with the fund are British sympathizers in a neutral country and are influential men and women.

WHOLESALE FISH MEN MEET.

The wholesale fish dealers of Montreal met at Freeman's Hotel, Montreal, on Saturday, Jan. 30. A constitution for this new body has been drawn up, and a charter will no doubt be applied for. The name, "Dominion Fisheries Association" was suggested and met with some opposition on account of the word "Fisheries." The argument was advanced that this did not mean anything; that the word "fish" would be much better. A committee was appointed to arrange for a big convention for the whole of Canada, to be held in Ottawa some time in February. Mr. Byrne, manager of Leonard Bros., was in the chair.

GETTING AFTER COUNTRY TRADE.

(Continued from page 21.)

house by almost a dollar on that coat."

There you have a specific instance of how one dealer "put it over" the mail order house—to use a common colloquialism. You can bank on it that that woman will never again take it for granted that she can do better at the catalogue institution.

This same merchant told a sequel to this story. A week or so later the customer came in to look over wallpaper stock. As the majority of general merchants know, the mail order houses usually sell wall-paper at little margin, but they make up on the border. They were played at their own game and the merchant in question had no difficulty in getting the wall-paper order at a substantial margin, too.

About two weeks ago he decided to go after the flour trade to interest the farmers in flour. In the country the housewife has not forgotten the good old art of baking the home supply of bread. With an advancing flour market, a window display and some samples on the counter, there was no difficulty in getting considerable business. Since then flour has advanced about a dollar a barrel and to those he sold it, he did not overlook pointing out the real bargain they received by accepting his advice.

"That almost puts a farmer under an obligation to you," he told the writer, "and it is a splendid advertisement because he does not forget to mention it to his neighbors—and if he doesn't his wife will. It seems to me that is one of the most powerful methods of eliminating mail order competition—show the farmer that you are his friend and no mistake about it, he'll give you his trade."

If the retail trade is anxious to curtail the enormous business the mail order houses do with the rural population of the country, serious thought must be given to methods of convincing the public that it is making a mistake by going past the local dealer. The business of one at least of the large Toronto mail order houses during 1914 eclipsed by a good deal any year in the past. That house was particularly aggressive in going after the business. Remember that the chief features of the catalogue that get the bulk of this mail order business are the pictures of the goods and the convincing descriptions of them.

Current News

Quebec and Maritime Provinces.

Geo. Blanch, Amherst, N.S., suffered a $3,500 loss by fire on Jan. 25.

Public notice has been given that a new company, bearing the name of Scroggie's, Limited, has been formed, with a capital of $50,000 to carry on a departmental store in Montreal. Recently, the name of W. H. Scroggie, Limited, disappeared from the large departmental store on the corner of Bleury and St. Catherine streets, on the transference of that business to Almy's, Ltd. The letter patents of the new company bear the date of January 16, and it incorporates Walter Bruce Scroggie, Hortensia E. Scroggie, together with the three partners of Richards, Organ and Richards, liquidators, to carry on the business of a departmental store, among other things. One clause states that the purpose is to "acquire and operate the business now carried on by Walter Bruce Scroggie under the firm name and style of Scroggie's, and to pay for same either in cash or in fully paid-up and non-assessable shares of the new company's stock."

Ontario.

Toronto has been made the head office in Canada of the Swift Canadian Co.

W. H. Lanning, Belleville, Ont., grocer, sustained a small fire loss last week; insured.

Gordon B. Drake, a London, Ont., grocer, has added a new meat slicer to his store equipment.

J. H. Caskey and R. J. Allan have purchased the general stock of G. W. Thomas, Campbellford, Ont.

J. N. Cauthers and Duncan Currie have purchased the grocery business of S. J. Bailey, Collingwood, Ont.

William J. Solomon, a traveller for Andrew Wilson Co., wholesale tobacconists, Toronto, for 18 years, died last week.

Joseph Ruddy, general manager of the Canada Starch Co., Brantford, Ont., was elected to the board of the Trust and Guarantee Co., Toronto, at its annual meeting.

Owen Sound merchants are conducting a strong advertising campaign to demonstrate to the public that goods can be purchased just as cheaply there as at the large mail order houses.

J. J. Fee, wholesale produce merchant, Toronto, on the occasion of his marriage last week, was presented with a silver service at the last meeting of the Toronto Produce Exchange by his confreres.

Chas. H. Belinger, traveller for Warren Bros., and formerly for Davidson & Hay Co., wholesale grocers, Toronto, died recently from pneumonia. He was well known among the retail trade of the city.

Henri de Leeuw, grocery broker, Toronto, recently paid a business visit to New York, Washington and Montreal. He contemplates opening an office in New York about February 15 in the Produce Exchange Building.

H. K. McCann Co., Limited, advertising agents, New York, are being incorporated as a Canadian agency and will have their headquarters in Toronto in the Dominion Bank Building. Raymond Atwood will be in charge.

W. N. Wilson, general sales manager of the T. A. Snider Preserve Co., Chicago, was in Toronto this week on a business trip. Mr. Wilson was formerly sales manager with the MacLaren Imperial Cheese Co., Toronto.

Ernest Wadge, representing Reckitts (Overseas), Ltd., in Western Ontario, has joined the Canadian Mounted Rifles and is leaving with the third contingent. Reckitts (Overseas) Ltd., have received a goodly number of letters from wholesalers and retailers in Western Ontario commending Mr. Wadge's action but regretting losing him from this field.

In a game of progressive euchre the Retail Grocers' Association, Hamilton, Ont., lost to the Twentieth Century Club. C. H. Peebles, a former retail grocer, donated the prize. Bay Hill was presented with a rubber ball with the hope expressed that he would play a better game with it than with the cards. He responded with an appropriate humorous recitation.

Western Canada.

McClocklin & Co. have purchased the general store business of Witton Bros., Strassburg, Sask.

Wm. Yates, who has operated the general store at Duhamel, Alta., for several years, has sold to R. L. Miller, of Edmonton.

Samuel Allan, Portage avenue, Winnipeg, sustained a fire loss last week. The stock was a total loss and building was damaged to extent of $500: insurance $3,000.

L. C. Perkins, who has been in the employ of W. H. Escott Co., Limited, wholesale grocery brokers, Winnipeg, for several years as city salesman, has been promoted to the management of the Edmonton branch.

LONDON GETS GROCERS' CONVENTION.

(Continued from page 24.)

not sell at 30 cents and make a profit, and 35 cents is too much. Biscuits at 22½ cents could not be retailed profitably at 25 cents and 20 cents was the only price that was at all favorable." He suggested that a committee be formed to interview the manufacturers to determine if biscuits could be so priced to the retailer that they would be sold at a popular price and leave the matter in writing before the Biscuit Manufacturers' Association in an endeavor to have the matter properly adjusted.

"Every manufacturer who wants the co-operation of the retailer," said Mr. E. M. Trowern, "should consult him in setting his prices. It may be a long road to take to bring about that result, but if we never make a start we shall never get there."

The meeting closed with firm resolutions from every member to do all in his power to make the coming convention in London a worth-while success. Enthusiasm and harmony permeated the discussion. A fine city has been selected for the convention. Important, vital business problems will be delved into, and with the grocers of Ontario now united under one banner, splendid results are assured.

The more goods you show, the more people you will interest. The more goods you show-card, the more sales you make.

Modesty is not the basis of advertising, and the merchant who is afraid to tell the public what a good stock and store he has and what good service he gives will die unknown.

Is Sugar Due to Advance?

New York up on Raws and Refined—Position Strong in Canada—High Quality Teas Scarce—Market Very Firm—Beans and Split Peas up in Montreal.

Office of Publication, Toronto, Feb. 4, 1915.

ADVANCES in sugar, both raws and refined, in the New York market have firmed up the Canadian situation considerably and it now begins to look that the bottom of the market has been reached for the time being. There is, too, a feeling more or less general that we shall see another war-tax on sugar in which event prices would immediately advance. While this is not very likely, the fact remains that sugar is firm and it may be that next week a change will come.

Rumors are floating around that instead of war-taxes on a few articles we shall have a general increase in the tariff of say 10 per cent. However true this prediction is, we shall soon see, as parliament opened to-day (Feb. 4), and the budget will in all probability be brought down next week.

Ontario flour is again up about 50 cents per barrel, making a total rise in about a months' time of around $1.50. It is now higher than for a good many years and the end is not yet. With wheat still on the upward climb, flour must follow suit and if wheat reaches the $2 mark, flour will settle around $10 a barrel before the new crop wheat is available. The oat market has also advanced and this has brought with it rises in rolled oats and oatmeal.

One of the interesting features of the egg market during the week was the sale of a carload of Chinese eggs in Toronto. These were laid in China in November, and were bought from the farmers of the Orient at about 8 cents per dozen. Everything paid, they cost 24 or 25 cents in Toronto and sold quickly. There is little, if any, difference in the flavor of Chinese and Canadian eggs, but the former are quite a bit smaller than ours.

Tea market in London is still firm. Prices here are high and there is a good sale, probably in view of the war-tax anticipated by so many.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Flour advances 50c.
- Rolled oats up again.
- Several feeds advance.
- Firm markets all round.
- Business booming.

PRODUCE AND PROVISIONS—
- Chinese eggs offered.
- Butter and cheese firm.
- Live fowl very active.
- Provision prices unchanged.

FRUIT AND VEGETABLES—
- Spies and Russets firm.
- Greenings from Nova Scotia.
- Pineapples touched by frost.
- Big advance in tomatoes.
- Curly lettuce jumps.
- Leeks now 25c per bunch.

FISH AND OYSTERS—
- No frozen herrings yet.
- Business better for Lent.
- Lobsters arriving small.
- Stocks good; prices sagging.

GENERAL GROCERIES—
- Tremendous business in tea.
- Better demand for sugar.
- Coffee and rice show activity.
- Beans and split peas up.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour still higher.
- Rolled oats very firm.
- Manitoba flour strong.
- Higher prices predicted.

PRODUCE AND PROVISIONS—
- New laids firm.
- Big demand for fowl.
- Butter very strong.
- Cheese at top prices.

FRUIT AND VEGETABLES—
- Navels advanced.
- Pineapples are higher.
- Hothouse rhubarb selling.
- American celery in demand.

FISH AND OYSTERS—
- Lobster very dear.
- Finnan haddie scarce.
- Oysters moving freely.
- Business picking up.

GENERAL GROCERIES—
- Strong position of sugar.
- High quality teas scarce.
- Dried fruits unchanged.
- Coffees firm.

QUEBEC MARKETS.

Montreal, Feb. 4.—Without doubt, the most important event in the market this week is the advance which has taken place both in spring and winter wheat flour. This followed the phenomenal advance in the price of wheat, which early in the week exceeded $1.50 for winter and spring grades. Naturally, with the market going up at this rate, considerable business has been placed. It was natural to expect an early advance in bran and shorts, which occurred early this week, amounting to a dollar per ton on each. The demand for feeds of all kinds is good. A further advance was made in the price of feed oats on Tuesday, which are now quoted at 77c. Feed flour was also advanced to $2.55.

Next to flour, tea is the centre of interest. Except where dealers are anxious to hold for higher prices, stocks have practically been cleaned up in the later stages of the game, good prices being secured. Wholesalers have shown no inclination to tempt retailers to gamble, realizing that the Government might possibly ignore tea and place a certain per cent. duty on everything entering the country, as is reported. Retailers generally have taken the precaution to secure stocks of tea to protect themselves against a war tax. Unusual activity is taking place at the sugar refineries, where orders are arriving freely following a firmer feeling in the raw sugar market. Wholesalers are even willing to pay the war tax if there is one, in order to be on the safe side should there be a tax, and should the raw market begin to advance again. The fact that two Canadian refiners have bought heavily in raws recently shows that they consider the time right for buying. It will be remembered that on a previous occasion they bought wrongly

SUGAR.—Raw sugar showed firmness this week, and it seems as though one refiner had a good opinion of the market, having made a heavy purchase of Cuban raws amounting to 30,000 bags. The price paid was 3 1/8 c. and f. New York. Another refiner is expecting a cargo of raws to arrive shortly. A marked improvement was shown in demand for sugar during the past week, orders coming in from both wholesalers and manufacturers. This movement is due to a combination of causes—speculation on a further duty on sugar, and strength of raw market. Hitherto there has been no desire to purchase sugar, for the simple reason that prices might advance when the budget was handed down, but when raw sugar commenced to show firmness there was a double reason for buying. There is a disposition to pay the war tax if one is imposed. Refined is said to be quoted as high as $5.25 in New York. Big inquiries are being received by

EXTRA.—Since Canadian Grocer markets were written and the forms were placed on the presses, sugar advanced 10 cents in Montreal and Toronto, and 20 cents in Winnipeg. The quotations on sugar in the various markets should, therefore, be read 10 and 20 cents higher.

Montreal refiners from houses who wish to protect themselves against a war tax, but with the present increased demand there is little inducement for the refiners to take the risk. It is rumored, however, in some quarters that business is being accepted on this basis.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	6 90
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 50
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lumps—	
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	8 05
Crystal Dommoes, cartons	8 15

DRIED FRUITS.—A good demand is being felt here for prunes, seeded raisins and Valencias. The latter are quoted at 8c for selected, and at 9c for 4-crown layers. Currants are reported very firm in the primary market, but are slow here. Prunes continue strong for reasons indicated before.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	....	0 08
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 08½
Fards, choicest	....	0 12
Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
16 oz. glove boxes, box	....	0 12½
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb	....	0 [illegible]
Sultana, loose	0 09	0 09¼
Valencia, selected	....	0 08
Valencia, 4-cr. layer	....	0 09
Cal. seedless, 16 oz.	....	0 10½
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—A better demand has been felt during the past week, due no doubt to some wholesalers getting in stocks to safeguard against a possible war tax. There has been no tremendous rush, but a much better demand than has been felt for some weeks past. Retailers are also buying fairly well in rice. Sago and tapioca are in fair demand.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	**Per cwt.**
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06⅜
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 05¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—The firm raw sugar market will no doubt have an effect on the price of new crop molasses. Buying has not commenced yet, and is late compared with previous years. This is partly due to the fact that freight rates have not yet been fixed between Barbadoes and Montreal. Spot stocks are changing hands at good figures.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.41	.39
Barrels	.44	.42
Half barrels	.46	.45

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38¼ lbs., $1.85; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doh. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85

WILL DUTY BE RAISED 10%?

There is a well defined rumor going the rounds that the presentation of the budget by Finance Minister White will show an increase in duties of 10 per cent. all round on imported goods.

Cane Syrups—		
Barrels, lb., 3¾c; ½ bbls.	....	0 04
Cases, 2 lb. tins, 2 doz. per case	....	2 65
Maple Syrups—		
Pure, per 8½ lb. tin	....	0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.		1 00
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—While coffee importers have no desire to be overwhelmed with business the way they were in August, they are beginning to feel a bigger demand from the trade on account of a possibility of coffee being taxed. They are, however, discouraging any gambling such as is taking place in the tea market. It means that retailers are buying coffee stocks just to be on the safe side.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—New York brokers state that prices of shelled walnuts, which have been advancing, will decline shortly. This opinion is not held here generally, where the price in the primary market is still around 30c. Retailers are still able to secure supplies as low as 30c, and 29½c has been quoted for large quantities. Prices on other lines are about the same as a week ago.

Almonds, Tara	....	0 17
Grenobles, new	0 15½	0 16½
Marbots, new	0 14	0 15
Shelled walnuts, new, per lb.	0 30	0 34
Shelled almonds, 28-lb. boxes, per lb.	0 36	0 38
Sicily filberts	0 13½	0 15
Pecans, large	....	0 18
Brazils, new	0 13	0 14
Peanuts, No. 1, 11½-12c; No. 2	....	0 10½
Peanuts, No. 3	....	0 09
Canadian chestnuts	....	0 12

SPICES. — Even more pronounced scarcity is felt in many lines, and moderate to sharp advances in peppers, gingers, nutmegs and cassias. Decreased crop supplies and rapidly advancing freight rates are expected to result in still higher prices, especially for February and March. The scarcity of peppers in New York is almost without parallel. Gingers are in large spot demand, with greatly diminished supply, spot stocks having diminished to a very small proportion.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	....—0 16	0 60—0 70	....—0 23
Cassia	....—0 22	0 72—0 99	....—0 30
Cayenne pepper	....—0 25	1 02—1 15	....—0 32
Cloves	....—0 40	1 15—1 30	....—0 47
Cream tartar—40c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	....—0 22	0 90—1 05	....—0 30
Mace	....—0 80	0 90—1 05	....—1 00
Nutmegs	....—0 40	1 02—1 20	....—0 75
Pepper, black	....—0 24	0 80—0 90	....—0 31
Pepper, white	....—0 33	1 05—1 10	....—0 39
Pastry spice	....—0 22	0 85—1 10	....—0 30
Pickling spice	....—0 15	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	0 14	0 15
Cinnamon, China, lb.	0 16	0 18
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	....	0 18½

DRIED VEGETABLES. — Wholesalers who have been quoting $2.75 for three-pound picker beans, have raised their price to $3, following a strengthening of the market, referred to in last week's issue. Some wholesale houses are asking $3.25, and will probably be asking higher prices before long, as the bean market shows remarkable firmness. Brokers are said to have sold as high as $2.90 for export, but this is considered high by the trade. Split peas continue strong, and are very difficult to get on account of the scarcity of whole peas for splitting. The wholesaler is compelled to pay as high as $4.75 and $4.90, so that the retailer cannot expect to get any for less than $5.25, and in some cases $5.50. A wholesale house, who quoted $5 last week, have advanced their prices 25c, so that $5.25 may be considered reasonable, considering the state of the market. Good Canadian peas are still hard to get, and $3 is being asked the retailer for very poor quality. Market for barley remains firm.

Beans—		
Hand picked, per bushel	....	3 25
Canadian, 3-lb. pickers, per bushel	3 00	3 00
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	....	0 08
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	3 00	3 00
Peas, split, bag 98 lbs.	....	5 25
Barley, pot, per bag	....	3 25
Barley, pearl	....	4 25

TEAS.—The policy of most Montreal wholesale houses has been not to advise their customers as to what course to follow regarding the budget. They told

them that they were as able to judge what was going to happen as anybody. Consequently, if there is no duty on tea, the wholesaler will be able to look their customers square in the face. The opinion is still general that tea will be taxed heavily. The amount of tea that has changed hands within the past two weeks is enormous. Many houses are cleaned out, and those who have a stock are either holding on to it, or are selling at high prices. Little business is being done in stuff afloat, but this is expected to come in handy when the budget comes down. The opinion of a certain jobber is that those retailers who have bought have done well, even though tea is not taxed, as Ceylon and Japan blacks are high, and liable to go higher owing to difficulty in shipping from Calcutta and Colombo. Shipments are expected to be delayed, resulting in a stiffer market. There has been a further advance of ¼d. to ½d. in the price of cheaper grades of black in London, and there is an active demand. Since the embargo was taken off in England, the market has strengthened considerably.

ONTARIO MARKETS.

Toronto, February 4.—There seems to have been some definite improvement in trade this week. Orders from retailers have been larger. Jobbers aver that there is a better buying tendency noticeable this last two or three weeks. Example is a great thing. If a retailer hears that a competitor has been buying more extensively than usual the chances are that he will feel justified in placing a larger order himself. It becomes more and more apparent that business in the retail stores generally is by no means stagnating. And particularly is this true of retail grocery stores. There is therefore no reason for false economy. Economy there must be, but to be effective it must be based upon the sure fundamental of necessity. It is a question which every retailer must settle for himself. Some men are in such case that it rarely pays to buy in hand-to-mouth manner. Others would do well always to do so. It is important that retailers strike the **via media** Lavishness in placing orders is just as foolish as false economy. "The safest path," the old Latins used to say, "is in the middle of the road." Retailers need to take but a common-sense view of conditions and they will see that fundamentally Canada is as sound as ever. The money is here. Who is holding it?

Apropos of this, we hear resurrected the plaint that the farmer is holding the money he owes to the retailer. Retailers urge this as a reason why they do not buy extensively from merchants. This may or may not be true. Doubtless there are a lot of farmers who are making the war a scapegoat, a reason why they can't pay their bills. But we doubt if it is general. If it is, it is a thing for the farmer to be ashamed of. If the consumer—any consumer—doesn't do his share, the retailer can't do his share; the wholesaler, his share, nor the importer or manufacturer his share.

Collections, we hear from numerous jobbers, are much better. In view of the war, they are remarkably good. It is just as important that the man who stays home should help the country by paying his bills, as the man at the front should fight.

SUGAR.—Sugar is in a strong position. Reflecting as per usual, the New York market, the market tone is very firm, and an advance may be imminent. It is regarded as likely in many quarters. Raws in New York were up on February 2nd to $4.26. January 21st they were down at $3.95, and such a difference is significant. Moreover, refined advanced quite sharply. Altogether it is a bull market. There is some little speculation still here, chiefly on account of the suggested additional duty. But opinion has swung round to the view that there will be no tax or very little if any. As one sugar man put it, "The Government have done enough along that line already." There is a large body of opinion which says that the consumption of sugar would show a material decline if there were an additional duty to be paid for. But apart from an advancing market, because of the tax-talk, many think that sugar will go up.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 36
20 lb. bags	6 46
10 lb. bags	6 31
2 and 5-lb. cartons	6 66
Nova Scotia refined, 100-lb. bags	6 26
Extra Ground Sugars—	
Barrels	6 76
50 lb. boxes	6 94
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 56
50 lb. boxes	6 76
25 lb. boxes	6 96
Crystal Diamonds—	
Barrels	. 11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lumps—	
100 lb. boxes	7 11
50 lb. boxes	7 21
25 lb. boxes	7 31
Cartons (20 to case)	7 56
Cartons (50 to case)	8 16
Crystal Dominoes, cartons	8 26
Yellow Sugars—	
No. 1	6 96

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Cables report the London market steady and firm. There has been no advance and the market is somewhat of a puzzle to tea men. While there have been three successive advances in as many weeks, each of a farthing, we were shown a cable from the London office of a large tea concern here which said they had no confidence in the market. This, of course, is a personal opinion, but it is held by a London expert. It is possible that we may see lower prices. The steady market is therefore somewhat difficult to understand. One solution may be that there is not much fine quality tea at auction. The quality of tea from Ceylon and India has probably never been as bad in the last five years as it was during 1914, and this continues right now. Consequently there has been tremendous competition for teas with flavor.

Assam invariably produces a lot of very fine teas when the cold weather commences. This year there has been a change, Assams being of ordinary quality. This has caused much worry during the whole year to people with fine trade, as it has been so hard to keep up the character of their teas.

One firm that find it necessary to purchase from 1,000 to 2,000 chests per week at the London auctions, this week only got 200 chests, and the Colombo market is simply "out of sight."

Quite possibly the great scarcity of dock labor in London for unloading ships makes the auctions much smaller than they otherwise would be. There are ships lying in the river for two weeks at a time, finding it impossible to get their cargoes off.

Then again, the German steamship "Schneefels" which was loaded with tea consigned to Boston before the war broke out, was seized at Gibraltar the first week of the war. The goods on her belonged to neutrals, and were not subject to seizure, still these goods have not yet been freed, although six months have expired. And there are other reasons. Teas generally are very scarce, and fine teas are particularly hard to get.

DRIED FRUITS.—Once more there is no change in price in this market. Trade is steady and continuous and is better than it was a month ago but it is not up to that of the corresponding period last year. Currants still remain firm; there is considerable buying. Prunes, as heretofore, are the leaders. There is just beginning to be felt now the demand consequent upon the housewife having finished her stock of preserves. Their easy price recommends them. Dates are still very slow. Package dates are virtually dead. Raisins, what there are, are being bought up rapidly. Dried apples are moving fairly freely. Seedless raisins are in better demand this week, and prices may advance.

Apricots—		
Apples, evaporated, per lb.	0 07½	0 08
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07	0 07½
Amalas, choicest, per lb.	0 07¾	0 08¼
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14¼
40-50s, 25 lb. boxes	0 12½	0 13¼
50-60s, 25 lb. boxes	0 12	0 12¼

60-70s, 50 lb. boxes	0 10	0 10¼
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 08½	0 09
Seeded, fancy, 1 lb. packets	0 10½	0 10¾
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08¾
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—There is a little more interest this week in this market. Priees are a trifle firmer. Shelled walnuts are particularly strong, though we quote no advanced price. Brazils are very flat. There is little buying, even at the ridiculously low priees at which they are offered. Almonds are quiet, but firm. Supplies are said to be scarce. This seems to be considerable disparity between wholesalers as to the prices on nuts. We hear of one importer who is selling shelled walnuts at 36c, but cannot get this confirmed by any one else.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 48	0 50

SPICES.—Market shows little worth noting. Prices sold steady, and speculative buying on the contingency of a war tax goes on. Peppers generally are easier.

	Compound, per lb.	Pure, per lb.
Spices—		
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 15
Mace	....—....	0 90—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

BEANS.—There is little doing. The firmness displayed last week in beans has eased a little. Blue peas are firmer.

	Per bushel.	
Beans—		
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush	3 00	3 10
Peas, whole, white, per bush	3 00	3 10

COFFEE.—Market remains quiet, though there is some buying on account of possible duty. Santos are worth 18c to 22c. We hear that one importer gets from 22 to 25c, but for big lots 22c is regarded as an outside price. Santos is shipping a lot of coffee just now and prices will likely be easier, for there is only a fair demand. Rios are moving fairly well and we quote 15c to 17c as market price. A good deal is going at 17c. It is possible we will see higher prices on Rios.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Rio	0 15	0 17
Santos	0 18	0 22
Chicory	....	0 14

SYRUPS.—Market remains generally firm. Demand is not heavy, and business is quiet. Molasses is interesting and there is some speculation as to what the Barbadoes crop will start at. It is generally thought that it will be higher than last year. Some reports from Barbadoes talked of dry weather, but it was apparently transitory. Molasses is firm just now and trade is good.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	6 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

MANITOBA MARKETS.

Winnipeg, Feb. 4.—Sales from the wholesaler to the retailer are reported as quite satisfactory. From the country districts at least they are up to—perhaps a little ahead of—the sales in similar periods of other years. City business is holding up in fair shape.

The market on the whole is not eventful this week. A feature perhaps is the decline in sugar. As for the rest interest centres largely on what the Government may do in connection with special taxes to meet the unusual expenses caused by the war.

SUGAR.—Here there has been a drop of 10c. The decline apparently was an effort by the refineries to even up prices. This readjustment was carried on, irrespective of market conditions. As a matter of fact, the market is now firm. Of course, should the Government place a duty on sugar, the advance would be immediate. The impression appears to be, however, that this commodity will not be taxed.

Syrups are all very strong, and if the advance in corn continues, both syrup and starch are quite likely to touch higher prices.

	Per cwt. in sacks.
Sugar, Eastern—	
Sugar, standard granulated	6 60
Extra ground or icing	7 25
Powdered	7 05
Lump, hard	6 55
Montreal yellow	6 25
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Halves, 50 lbs., per cwt.	5 80
Bales, 20 lbs., per cwt.	5 65
Powdered, barrels	5 90
Powdered, 50s	5 25
Powdered, 25s	6 55
Icing, barrels	6 45
Icing, 50s	6 60
Icing, 25s	6 50
Icing, pails	6 50
Cut loaf, barrels	5 30
Cut loaf, 50s	6 55
Cut loaf, 25s	5 80
Sugar, British Columbia—	
Extra standard granulated	5 60
Bar sugar	7 05
Icing sugar	7 25
Powdered sugar	7 05
H. P. lumps	7 55
Yellow	5 95
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.	
Molasses—		
Barbadoes	....	0 53
New Orleans	....	0 34
Maple Syrups—	**Per case.**	
Imperial quarts, case, 2 doz.	....	5 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal. case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—Evaporated apples have moved up from ½c to ¾c—a move which was predicted in the Manitoba markets some time ago. It is entirely likely apples will go still higher, for the supply is limited now and the demand has become heavy, retailers evidently realizing that apples at between 6c and 7c were too cheap to last. For apricots, peaches, prunes, etc., there is a very good call, but no change in price has been struck. When fresh stocks arrive, however, they will necessarily have to be sold at higher priees.

Apples, evaporated, new, 50's	....	0 07½
Apples, evaporated, new, 25's	....	0 07¾
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, bulk (washed)	....	0 10¾
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		
3 crown loose, 50's	....	....
3 crown, loose, 25's	....	0 08¼
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08¼
70 to 80	....	0 08¾
60 to 70	....	0 09¼
50 to 60	....	0 09¾
40 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13½
5-crown, 10-lb. boxes, per lb.	....	0 12¼
4-crown, 10-lb. boxes, per lb.	....	0 11¾
3-crown, 10-lb. boxes, per lb.	....	0 11¼
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05¾
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05¾

BEANS.—Ontario bean growers are to-day asking as much for their beans in Ontario as these beans are selling for in

Manitoba. If this condition continues—and the small available supply of beans would make it seem that the Ontario growers will raise rather than reduce their prices—further advances will have to be made in beans on the Manitoba market.

Peas are still strong. There has been no change in price.

Beans—		
Canadian, hand-picked	....	3 10
3-lb. pickers	....	2 95
California Lima Beans—		
Bag lots	....	0 08
Less than bag lots	....	0 08¼
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	....	5 65
Whole peas, bushel	....	2 60
Sack, 49's	....	2 83

RICE AND TAPIOCA.—Following the drop in price reported last week, rice is reported strong on the primary market. During the week, indeed, it has advanced there about $4 per ton. While dealers will be interested in this, they need hardly expect rice to advance locally in consequence, as there are large contracts in force covering the requirements of jobbers for a number of months on the old basis.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 04
Siam, per lb.	....	0 03¾
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 05

NUTS.—Shelled walnuts have been received this week, and as was indicated in our last issue a lower price has been struck in consequence. The new figure is 32c a pound. Shelled almonds will likely be quoted at reduced figures by next week. Following the advances on the primary market of last week, peanuts have gone up another ¼c a lb. No advance prices have been quoted here as yet, but these will have to come.

	Per lb.
Nuts—	
Brazil new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 22
Marbot walnuts	0 12½
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 41
Shelled walnuts	0 32

TEAS AND COFFEES.—The market is quiet this week. No advances have followed those announced in the last issue.

		Per lb.
Coffee—		
Rio, No. 5, green	....	0 16
Rio, roasted	....	0 19
Santos, green, No. 4	....	0 18¾
Santos, roasted	0 25	0 26¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

WINNIPEG.

FLOUR AND CEREAL.—The advance of 20c made last week is at the moment of writing the last upward movement recorded in flour. Millers are now, however, waiting to see if wheat will touch $1.50 before making any further advance. If it does not go to this figure it may be possible to hold the present prices, but let May wheat once reach the $1.50 mark and a further rise is sure.

Present indications, moreover, are that further advances in wheat are to be looked for. Following the close of the exchange on Friday last a report was circulated that the Kaiser was ready to make terms. Upon this rumor the curb market forced the price down 2c, but the following morning saw quotations open at $1.48.

Oats have risen quite materially of late, and are expected to go higher. There is a heavy demand for oats for export purposes. Also milling oats are very scarce in Manitoba and Saskatchewan. At the present time, indeed, millers are bringing in oats from Alberta.

The big demand for oats has also resulted in corn being imported from the United States. It is doubtful, however, if this will relieve the situation to any extent, as it is hard to get people needing this.

		Per bbl.
Manitoba Wheat Flour—		
Best patents	....	7 10
Second patents	....	6 50
Low grades	....	4 50
Rolled oats, 80's	....	3 20
Standard oatmeal, 98 lbs.	....	3 95
Cornmeal, 98's	....	2 50

ALBERTA MARKETS.

By Wire.

Edmonton, Feb. 4.—Edmonton month-end trade was quiet. All cereals are high, and market is advancing, and likely to go higher. A large quantity of tea is being taken up in anticipation of a duty. Beans and rice markets are advancing.

Produce and Provisions—		
Cheese, per lb.	0 17¾	0 18¼
Butter, creamery, per lb.	....	0 34
Butter, dairy, No. 1, 28c; No. 2	....	0 23
Lard, pure, 3's, per case	....	7 25
Lard, pure, 5's, per case	....	7 18
Lard pure, 10's, per case	....	7 10
Lard, pure, 20's, each	....	2 33
General—		
Beans, Ontario, per bushel	2 90	3 10
Beans, Japan, per bush.	....	3 50
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 50's	0 08¾	0 09¼
Potatoes, per bush.	....	0 65
Rolled oats, 20's, 89c; 40's	....	1 73
Rolled oats, hail, $3.80; 80's	....	3 40
Flour, 98's	4 00	4 40
Rice, per cwt.	....	3 75
Sugar, standard gran., per cwt.	7 25	7 35
Sugar, yellow, per cwt.	....	6 60
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humphacks, 1's	....	4 35
Fruits—		
Lemons	....	5 00

SASKATCHEWAN MARKETS.

Regina, Feb. 3.—The market is featured this week by a tendency toward advancement in all lines of cereals—flour, rolled oats and cornmeal being the most notable instances. On January 26 flour advanced from $3.65 to $3.75, an increase of 10c per hundred. Rolled oats have climbed from $3.45 to $3.65, being an advance of 20c per bale of 80 lbs. A corresponding advance is also to be noted in oatmeal done up in packages. Cornmeal has jumped 50c per sack, and is now quoted at $3.12 per bale. Sugar is very strong this week, and advance is looked for, especially in view of the recent advance of 19 cents in raw sugar on the New York market on Wednesday and Thursday last week. Cheese is slightly higher, being quoted at 18⅝c and 18¾c. The demand for butter is fairly good. There are practically no fresh eggs on the market, and the prevailing price is 50 cents. Storage eggs are commanding 29 cents. Lard shows a considerable drop, 3's being quoted at $7.25.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 33
Butter, dairy, No. 1	....	0 24
Cheese, per lb.	0 18⅝	0 18¾
Eggs, storage, 29c; new laids	....	0 50
Lard, 3's, per case	....	7 25
Lard, 5's, per case	....	7 10
Lard, 10's, per case	....	7 10
Lard, 20's, each	....	2 55
General—		
Beans, Ontario, per bushel	....	3 40
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 50
Cocoanut, lb.	....	0 20½
Cornmeal, hail	....	3 12
Evap. apples, 50's	....	0 07¾
Flour, 98's	....	3 75
Potatoes, N.B., per bush., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 65
Onions, Val.,	....	6 25
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 75
Sugar, standard, gran., per cwt.	....	6 94
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humphacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per hhl., Ontario	[illegible]	[illegible]
Cranberries, per hhl.	....	7 [illegible]
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 25
Oranges	....	3 25
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08¾

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., Feb. 4.—Chief interest centres in flour market here. Manitoba went up 20c Monday to $8.65, and was followed by Ontario on Tuesday by 30c. The latter is now $8.10. Dealers are not sure of market, and expect even higher quotings. Stocks show a fair supply. There was also a sharp increase in oatmeal to $8.50, and rolled oats are firmer at $8.10, the advance being 60c. Cornmeal has slightly increased, ordinary being $1.85 and granulated $6. Provision market is easier. Domestic pork is now $24.75 to $25.50, and American $24.25 to $27. Beef is down to $25-25.75. Cheese is firmer at 17c to 17¼c. Sugar is firm. There is no change in beans here, though market is reported strong. Bread is a cent higher.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17

Beef, barrel	25 00	25 75
Beef, corned	2 75	2 80
Pork, American clear, per bbl.	24 75	25 50
Pork, domestic, per bbl.	24 25	27 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10¾
Lard, pure, per lb.	0 13	0 13½
Cheese	0 17	0 17¼
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	8 65
Flour, Ontario	....	8 10
Rolled oats, per bbl.	....	8 10.
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	5 45	6 55
United Empire	6 35	6 45
Bright yellow	6 25	6 35
No. 1 yellow	5 95	6 05
Paris lumps	7 25	7 50
Beans, white, per bush.	3 20	3 25
Beans, yellow eyes, per bush.	3 20	3 25
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 36	0 39
Currants, per lb.	0 08	0 08¼
Rice, per cwt.	4 50	5 00

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.

	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3'r Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 47½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 [illegible]
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 [illegible]
3'a Apples, Preserved	1 00
Gals. Apples, Standard	2 65
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 82½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 82½
2'a Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 82½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white Niagara, standard	3 22½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 [illegible]
3's Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
Barrels, per cwt.	5 55
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 [illegible]
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 [illegible]
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 [illegible]
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black solid pack	9 37½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
2's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

TRADE NOTES.

H. Rehder, Paris, Ont., has been elected a director of the board of trade there.

A. A. Woodman has been elected vice-president of the board of trade in Coaticook, Que.

K. F. Oxley, a Kelowna, B.C. grocer, has been elected a director of the board of trade there.

Ray J. McLardy is opening a groeery store at the corner of Manitoba and Kains streets, St. Thomas, Ont.

P. J. Parker has been made manager of the Hudson Bay Co.'s store at Calgary, Alta. He succeeds J. M. Baker.

J. G. Myers, Peter Hutchinson and C. S. Hare have been elected directors of the Braebridge, Ont., board of trade.

D. Danock has been elected president, C. L. Stephens secretary and F. F. Telfer councillor of the Collingwood, Ont., board of trade.

Henderson & Stockton, representatives of Nash Bros. of Minneapolis, Minn., wholesale groeers, intend locating a branch in Red Deer, Alta., this year.

Arthur P. Tippet & Co., Montreal, have been appointed agents in Eastern Canada for the California Walnut Association. This association ships fifteen million pounds annually. California begins shipping new crop goods as early as September.

THE CLERKS' PROBLEM

ANOTHER CORRECT REPLY.

Editor Clerk's Page.

Dear Sir,—Re salary query, I would say that I would prefer A's salary, for I consider that at end of second year A would be $100 better off than B, and, of course, salary would increase above B's thereafter.

B's salary at end of second year would amount to $500+$700 =	$1,200
A's salary at end of 6 months....	250
A's salary at end of 12 months...	300
A's salary at end of 18 months..	350
A's salary at end of 24 months..	400
Total	$1,300

Winnipeg, Man. W. H. JARMEN.

NEW WAY OF FIGURING—BUT CORRECT.

Editor Clerk's Page,—Referring to your question on clerk's page of Groeer dated Jan. 15th, I was surprised to find that not one of the replies sent in was absolutely correct.

My solution of the problem is as follows:—

A is better off than B from the fact that each advance is added to the following one, and this total to the next advance, and so on. It is simply a matter of arithmetical progression.

Now A gets five raises in a period of three years, and B only two, so that A gets 1+2+3+4+5=15 times $50 or $750 increment, and B gets 1+2=3 times $200 or $600 increment in the same period, leaving A better off by $150 at the end of three years.

This will be found the correct answer, and it is important that readers of your clerk's page, many of whom will be the business men of the future should be able to work out simple problems of this kind.

Strassburg, Sask. THOS. H. WHITTON.

RIGHT BUT NO REASONS.

Editor Canadian Grocer.—A is better off than B by $50 per year as long as they received the increase.

MATTAWA READER.

January 25, 1915.

"Owners of trade marks and specialties sold under specific names have been much interested, says a New York despatch, in the recent decision handed down by United States District Judge Arthur J. Tuttle at Detroit in the case of the Kellogg Toasted Corn Flake Company against the Quaker Oats Company, refusing to enjoin the Quaker Oats Co. from using the name "toasted corn flakes" in its advertising of a cereal product." The Kellogg Company will appeal the decision.

Fruit and Vegetables

Advance in Pineapples

In Both Markets Pineapples Are Scarce—Hothouse Rhubarb Moving Well—Cucumbers in Demand—Navels Are Higher—Hothouse Tomatoes are Firm and Fairly High.

MONTREAL

FRUIT.—You can buy all the Baldwins you want at 3.50. Spys are up, bringing from $4.75 to $5. Russets are quoted 4.00-4.50, with the latter nearer the correct figure, as some men are offering 4.50 for all the russets they can get. Greenings are coming almost entirely from the United States, and are bringing $3 for small barrels. Fameuse and McIntosh Reds are scarce at $6 per bbl. A good demand continues for oranges, mostly for 176-200 sizes. Pineapples are very scarce, and are bringing $4. Many of those coming in are touched by frost and considerable money was lost last week by those who handled pines. Hothouse grapes are not arriving plentifully. The last lot sold for 1.75, but will not be staying at that figure.

Apples—		
Baldwins, No. 1, bbl.	....	3 50
Spies, No. 1, bbl.	4 75	5 00
Russets, No. 1, bbl.	4 00	4 50
Greenings, No. 1, bbl.	....	3 00
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 50
Cranberries, bbl.	5 00	6 00
Grapefruits, case	2 00	2 75
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	....	1 75
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 50	2 75
Malaga, 420 size	....	5 00
Oranges—		
Cal. Navel, 150-176-200-216-250-288	2 75	3 00
Cal., 96-126 size box	....	2 50
Florida, 176-200-216	....	2 50
Florida, 126-150	....	2 50
Mexican, 126-150-176-200-216-250	....	2 75
Valencias, 714 size, large cases	....	5 00
Bitter oranges	....	3 00
Pineapples, case	....	4 00

VEGETABLES. — Tomatoes are an important feature of the market. For hothouse tomatoes, as high as 30 and 35c is being secured on account of the difficulty in ripening them. Nice Florida tomatoes are hard to secure in New York, and will be selling as high as 6.00 a crate, or a dollar per basket. A decline took place in the price of water cress, which is selling for 75c per doz., whereas it was worth 1.50 a week ago. Celery is down slightly to 5.50 per crate. Leaks are up 25c per bunch, or 3.00 per doz., and will be higher in a week or so. A distinct jump took place in early lettuce, which for several weeks has remained around 1.25 per box; it is now worth 2.00 per box of 4 doz. Boston lettuce is slightly cheaper, bringing 1.75 to 2.00 per box. Parsley is up ten cents, and is quoted 75c per doz. Canadian parsley is cheaper, but the bunches are smaller. Rhubarb is scarce at $1.25 to $1.50. Cucumbers bring $1.50 to $2.00, according to size.

Artichokes, bag	....	1 25
Beets, bag	....	0 75
Brussels Sprouts, quart	....	0 15
Cabbage, per bbl.	1 00	1 25
Carrots, bag	0 50	0 75
Cauliflowers, 2 doz.	....	3 50
Cucumbers, fancy, doz.	1 50	2 00
Celery, crate	....	5 75
Leeks, bunch	....	0 25
Lettuce, head, per box	1 75	2 00
Curly lettuce, per box	....	2 00
Onions—		
Spanish, per case	....	4 25
Yellow, 100-lb. bag	....	2 25
Red, 100-lb. bags	....	2 25
Parsnips, bag	....	0 90
Parsley, American, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 75
Potatoes—		
Montreal, bag	0 65	0 75
New, bbl., 160 lbs.	....	8 00
Potatoes, sweet, Jersey, hpr.	....	2 50
Rhubarb, hothouse, doz.	....	1 25
Spinach, American, in bbls.	....	3 00
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	....	0 35
Tomatoes, Florida, crate	....	6 00
Watercress, American, doz.	....	0 75

TORONTO.

FRUIT.—While there is little startling from point of news in this market, trade is better again, and many times have firmed up. Apples are selling well at ruling prices, particularly spies. Navels, as we forecast last week, are firmer and a trifle higher. We quote $2.25 to $2.75. Prices are up because the Northern stuff is being cleaned up and they are getting down to the Southern. Floridas are very quiet. Navels are still too cheap to allow much sale for Floridas. California lemons are firmer again, and Messinas easier though prices show no actual change. Pineapples are up considerably. A jump of 50 to 75c is remarkable, but supply is none too plentiful and demand has suddenly become very large. Grape fruit is moving well at $2.50 to $2.75. It is said that some dealers have a lower bottom price, but it is improbable that it should be much lower than $2.50.

Apples—		
Wagners	....	2 75
Greenings	2 25	2 75
Kings	2 25	3 25
Baldwins	2 50	2 75
Spies	3 00	4 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 50	7 00
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 50	7 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California navels	2 25	2 75
Bitter for marmalade, per box	....	2 50
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	3 25	3 50
Grape fruit	2 50	2 75

VEGETABLES.—Hot house rhubarb is now on this market, and is selling at $1.25 a dozen. Hothouse tomatoes are in, too, and are selling well at 22 to 25c. They come from Grimsby and thereabouts, chiefly. Some celery from New York State is coming. It is worth 75c a dozen and is very fine stuff. It is only for high class of trade, however. A lot is going to the hotels and clubs. The best cucumber, selling at $2.50 to $3.00 is hothouse stuff. Latter price is regarded as high and may not be general. There is a good deal going at $2.75. Cabbage is up five to ten cents. It is running to waste, a good deal of it, and the best stuff is worth 50c. Boston head lettuce fetches $3.25 a hamper or $1.50 a dozen, and is in good demand. Potatoes are firm at ruling prices. Spanish onions are strong at appreciated prices. Mushrooms, as usual, have their own special trade.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 40	0 50
Carrots, bag	0 50	0 60
California cauliflower	3 25	3 50
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 50	2 75
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	4 50	4 75
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50

(Continued on page 45.)

Fish and Oysters

Haddie and Lobster Scarce

Business All Round Picks Up—Oysters Are Selling Well — Lobsters Scarcer and Higher in Toronto—Haddie Short on Account of Bad Weather—Frozen Fish Helped by Weather.

MONTREAL.

FISH AND OYSTERS.—With more seasonable weather trade in frozen fish is daily improving, and should reach top notch next week, which is the week before Lent. The season opens on Feb. 17. Stocks are ample, and prices are easy, with a tendency to sag, but the circumstance which will help business this week is the fact that no fresh fish of any kind is available, either from East or West. The situation on frozen herring has not improved, and as stated before, none are likely to arrive. Pickled and salt fish market is steady, and prices are well maintained, supplies not being overplentiful. In smoked and prepared lines, haddies and fillets are in good supply at low prices, while kippers and bloaters, owing to scarcity of fresh or frozen herring, are scarce and expensive. Bulk and shell oysters, lobsters, shrimps, and all luxuries in the fish line are very quiet, and no notable change is observed in price. Lobsters are coming in small, which are bringing 15c lb., while large are worth 28c. There is a feeling of hope for better things among the trade on account of the near approach of Lent, and because of colder weather.

TORONTO

FISH AND OYSTERS.—Trade has improved a good deal this last week and fish men are in a better humor in consequence. Frozen fish has, of course the great percentage of trade, but some fresh fish is still coming. This gets less and less, however. Buying is very much of the hand-to-mouth character but the nearness to Lent—it is only two weeks away—is a big incentive to the retailer to buy. Prices all round are attractive, and are certainly easier than they were last year. Oysters are still moving freely, and opinions are that volume of business done in this trade this season is bigger than has been experienced heretofore. There is a marked scarcity in Nova Scotia finnan haddie, chiefly owing it is said, to the bad weather. Lobsters are very scarce, and are dearer. We quote 50c on them. There is a good demand from the class that can afford lobster, and prices may go higher still. Haddock and cod are the sole fresh fish buys. Both are selling well. Smoked lines are moving fairly freely.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07	.08-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07	.08-.10
Haddies, fillets, per lb.	10	.11-.12
Haddies, Niohe, boneless, per lb.	.08¼	...
Herring, Ciscoe, per box	1.40	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless berrings, 10-lb. box	1.10	...
Kippered berrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

Salmon—	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.13-.11	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.04½-.05	.07-.08
Steak codfish, per lb.	.05½-.06	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.12	.16-.20
Herrings, per 100 count	2.50	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 15	0 50
Live lobsters, medium and large, lb.	0 28	....
Boiled lobsters, medium and large	26	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06½	0 08—0 09
Carp	0 10	....

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10	.10
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.08½-.09	.09-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.07-.08
Tom cods, new, per bbl.	2 00	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—For this line the cold weather is just what is required. During the week there has been a good demand. In the city this is improving, and the good call received from the country is holding up. No changes in price are noted.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mullets	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 12
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 00
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per lb.	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

In some stores we see examples of economy gone to seed. It is well to be careful of expenditures, but it is not well to be penny wise and pound foolish.

Chinese Eggs in Canada

Both Montreal and Toronto Sampling Chinese Eggs — Butter Very Firm — Export Demand Large—Cheese at Highest Prices in Toronto—Fowl in Big Demand.

MONTREAL.

PROVISIONS.—Prices have not been changed since a week ago. Business in smoked and cured meats is quiet. Certain Montreal abattoirs have bought heavily of western hogs during the past week, but while last year hogs were shipped here for sale, this year buyers are going in search of them; which seems to indicate that the market in the West is firmer. Regarding compound lard; nobody seems able to form a definite opinion as to what will happen here. Some say the crest of the market has been reached, while others insist that the price of all food is going away up, and will continue to do so on account of the export demand.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 24
Boneless	....	23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 18
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 28
Shoulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	27 00
Heavy short cut clear	....	27 00
Clear fat pork	....	29 00
Clear pork	....	26 00
Lard, Pure—		
Tierces, 350 lbs., net	....	0 12
Tubs, 50 lbs., net	....	0 12¾
Boxes, 50 lbs., net	....	0 12¼
Pails, wood, 20 lbs., gross	....	0 12½
Pails, tin, 20 lbs., gross	....	0 12
Cases, 10-lb. tins, 60 in case	....	0 12¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 13
Bricks, 1 lb., each	....	0 13¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09¾
Tubs, 50 lbs., net	....	0 10¼
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	0 10½
Pails, tin, 20 lbs., gross	....	0 10½
Cases, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¼
Bricks, 1 lb. each	....	0 12¼
Hogs—		
Dressed, abattoir killed	11 50	11 75

BUTTER.—Market remains about the same. Notwithstanding the high prices, consumption is good. Demand good for all dairy butter, of which very little is coming in. Very little new creamery butter is being offered.

Butter—		
Finest creamery	....	0 33
Dairy butter	0 27	0 28

CHEESE.—Very little cheese is in stock, and prices as quoted a week ago are maintained.

Cheese—		
New make	0 17	0 18
Old specials per lb.	0 19	0 20
Stilton	0 18	0 19

EGGS.—Several cars of Chinese eggs have been sold in this market. These are being offered at 25-27c. They are very small, however. If the market goes down for Canadian eggs, it is hardly likely any more will be brought in; but if the price is maintained, it is probable that more Chinese eggs will be seen in Canada. Canadian eggs are still in good demand, and are bringing a good price. New laids are coming along well from several points in Ontario and Southern Quebec, and are quoted 37-38, which is an appreciable drop.

Eggs, case lots—		
New laids	0 37	0 38
Selects	....	0 33
No. 1s	....	0 30
Splits	....	0 20

POULTRY.—Feature of the market is the advance in prices of some lines of live poultry. Fowl are bringing 16-18c, and are in good demand from the Jewish people, some selling as high as 19c. Hens are beginning to lay, and not so many are coming forward. Last year the price went up 23c. These prices, however, are for fancy fat fowl. Live ducks are in good demand at 18c. Dressed fowl is selling around the same price as live, the cheaper stuff getting cleaned off the market. Dressed turkeys continue firm, the price being around 20-23c. Few live turkeys are coming in, or are being asked for, and the demand for dressed has fallen off. Live spring chicken are not selling, and it is hard to get over 14c for them.

Fresh Stock—	Live.	Dressed.
Fowl	16—18	14—18
Spring chicken	14	14—18
Fancy, crate-fed chickens, 5 lbs.	17—23	19—20
Turkeys, fancy	15—16	20—23
Ducks	17—18	14—18
Geese	13—14	14—15
Pigeons, pair	.....	35
Squab pigeons, pair	.....	45
Rabbits, pair	.....	30—35

TORONTO.

PROVISIONS. — Market is very strong, the whole tone and undertone duplicating those of a couple of weeks ago. Prices are steady to firm. Dressed hogs are down at $10.00 to $10.50, and demand has fallen off somewhat. Hams are up half a cent in medium, and down half a cent in heavy. Pure lard is firm at quoted prices. Bacon is moving more freely.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 16	0 17
Large, per lb.	0 14½	0 15
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 17½	0 18
Roll, per lb.	0 14	0 15½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb. per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—Market is firm all round. A lot of No. 1 went to the North-west last week. Export continues to Great Britain of under grades. Local enquiry is good, but weather has been against deliveries. Separator prints are a trifle easier, and we quote 27 to 30. Dairy butter is a leader: demand is heavy for stocks are said to be light. Quality of creamery is much improved.

Butter—		
Creamery prints, fresh made	0 33	0 34
Separator prints	0 27	0 30
Dairy prints, choice	0 26	0 28
Dairy, solids	0 22	0 25
Bakers	0 18	0 20

CHEESE.—Market is very firm. Large export demands are a big factor, particularly for England. Price on new large is up a quarter of a cent. There is a fair domestic demand. The strength of the whole market lies in the fact of light stocks at home and abroad. Prices are

said to be higher than this market has ever known them. There is a report that American cheese is being bought for export to Britain.

Cheese—		
Old, large	0 18½	0 18¾
Old, twins	0 18½	19¼
New, large	0 17¾	0 18
New, twins	0 18	0 18¼

EGGS.—There is no change in price for new laids, though the market is firmer. Deliveries are light. Weather, of course, is a bad influence from the dealer's point of view. It is disliked by the hens who register a protest by not laying, and the farmers—some of them—are snowed up and can't bring their stocks to market. There was a car of Chinese eggs on the street last week and they went like hot cakes. They were new laids, tiny, but very good. New laid on the 26th of November they sold by the Chinese farmer at three cents for two eggs. They cost 24 to 25c laid down here in Toronto. This is the first car of Chinese eggs to be sold in this market, and dealers liked them. The "heathen Chinee" may be peculiar but the hen lays good eggs. Storage stocks here are cleaning up now and prices are firm.

	Per dozen.	
Eggs, case lots—		
Strictly new laid in cartons	0 35	0 37
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—All lines are firm at existing figures. Demand is very good, better than usual at this time of the year. Fowl is higher and very strong. Peculiar feature is that live and dressed are both selling for same prices. Deliveries are large for this time of the year, although last week they were slow. Apparently farmers didn't market all they had at Christmas time. Chicken is a particularly good seller right now. Noteworthy point about this market is that storage stocks are not being drawn on. There is so much fresh coming in.

	Live.	Dressed
Fresh Stock—		
Fowl	0 12—0 14	0 12—0 14
Spring chicken, lb.	0 10—0 11	0 12—0 1[illegible]
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 18—0 20
Turkeys, fancy	....—....	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 .7
Ducks	0 12—0 13	0 12—0 15
Geese	0 12—0 13	0 15—0 16

WINNIPEG

PRODUCE.—The strong feature of the market this week is cheese. For other lines there is no unusual demand, and no upward movement of prices has been necessary. This applies to both cured meats and lard.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Palls, 20s	....	2 32½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER. — Here the demand is steady. A good deal is being exported, which is causing a considerable reduction in local supplies. Creamery butter is tending upwards in price. Quotations are still 32c and 33c, but the higher figure is the one at which most is being sold.

Butter—		
Creamery, Manitoba	0 32	0 33
Dairy	...	0 29
Cooking	0 20	0 22

CHEESE.—Exporting of this line is largely finished. What was taken out of the country, however, has reduced the supply, with the result that cheese is scarce and is firm in price. There has been an advance this week to 17½c, and it seems likely that cheese will go up still further.

Cheese—		
New, large	....	0 17½
New, twins	....	0 18

EGGS.—It is hard to explain why this market is a little weak. Apparently the demand has fallen off somewhat. There has been a decline in prices during the week, present quotations being

Eggs—		
Extra firsts	....	0 26
Checks	0 17	0 18
Extra, in cartons	....	0 28

POULTRY.—A fair winter demand is keeping up. The supply, however, is adequate, and owing to poor dressing of this, it is impossible to get any high prices.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

FRUIT AND VEGETABLES.

(Continued from page 42.)

Onions—		
Spanish, big crate	4 00	4 25
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 36
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 22	0 25
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	....	3 25
Parsnips, Canadian, bag	0 65	0 ..
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	....	1 25

WINNIPEG.

FRUIT AND VEGETABLES.—The 30 below zero weather has dulled the demand for fruit to some extent. It has, of course, made it impossible to bring in anything from Minneapolis. There is a fair call for oranges, lemons, grape fruit, etc.—yet even at the exceedingly low prices which hold for grape fruit, the demand for this line is not up to that experienced at the same season other years. For Emperor grapes also the call is somewhat smaller than usual.

Apples—		
Washington	....	1 25
Apples, bbls.	3 00	5 00
B. C. box apples	....	1 50
Cranberries, case	....	3 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	7 00
Grape fruit	....	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	3 00	3 50

VEGETABLES.—Here the demand is keeping up very well, being apparently unaffected by the extreme weather. Cabbages have been advanced somewhat in price, being now quoted at 2c per lb. California head lettuce is also up, as is parsley. The reason for all these advances is the great difficulty in bringing in goods. It is practically impossible to so heat a car that the contents will not be frozen.

Celery, California	....	6 00
Cabbages, per lb.	....	0 02
Cauliflower, per doz.	....	2 00
Head lettuce, alifornia, per doz.	....	1 25
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 25
Valencia, per case	4 50	5 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	....	0 06
Tomatoes, California, per case	....	3 00
Honey, comb, per case (24 sections)	....	5 50

FIGURING PROFITS ACCURATELY.

(Continued from page 32.)

clearly indicative of the character of the year's work.

"The percentage of profits on cost would not indicate so accurately the year's business.

"The percentage of expense of conducting a business may be readily ascertained by dividing the gross expenses by the gross sales. As this percentage of expense is on the sales, it is thought best to refer to the percentage of profit on sales to avoid any misunderstanding and consequent loss through the use of any other method. For instance, if you figure your percentage of profit on the cost and your overhead expenses on the sale—you may add 25c to the cost—with an overhead expenses of 20 per cent. on the selling price and expect to make money. Do you?"

* * *

Every retailer should read and re-read the above reasons why profits should be based on sales instead of cost. There is much food for thought in this.

SOAP FACTORY READY ABOUT JULY 1.

As has already been announced in Canadian Grocer, The Proctor & Gamble Distributing Co., of Cincinnati, Ohio, are erecting a large factory in Hamilton, Ont., for the manufacture of soap. There will also be a factory for the manufacture of Criseo, and the firm is figuring on having operations begin about the first of July. Their standard brands such as Ivory, White Naphtha and Pearline will all be made in Hamilton. The factory will be a large one and will mean the employment of a substantial force of men.

The W. T. Ott Co., Inc.
Toronto
Clicquot Club Beverages
Priscilla Prepared Flours
Bass Islands Grape Juice
Snow-Mellow
55-

Flour and Cereals

Flour and Rolled Oats Up

Another Jump of Forty to Fifty Cents for Ontario Winter Wheat Flour——Manitobas Expected to Advance—Rolled Oats Up in Montreal—Prices Raised by One Toronto Concern—All Markets Firm.

MONTREAL

FLOUR.—During Monday and Tuesday the price of spring wheat flour advanced 50c per barrel, bringing the price of first patents to $8.10, second patents to $7.60, and strong bakers to $7.40. This followed an advance in the price of wheat,, necessitating this advance by the millers. If wheat goes on soaring at this rate further advances will undoubtedly take place. During the last twenty years there have never been priees of flour like these. Further advances whieh occurred during this week are feed oats to 77c per bushel, feed flour to $2.55 per bag, and feed wheat or chicken feed to $2.35 per bag.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 90
Second patents	7 10
Strong bakers	6 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	8 00	8 20
90 per cent., in wood	8 00	7 75
90 per cent. in bags	3 65	3 90
Straight roller	7 00	7 25
Blended flour	6 85	7 35

CEREALS.—Rolled oats took another jump of 25e, this bringing the price for small lots to 3.65, and for 25 bags or more to 3.50. Another advanee took place in package oats of 25e, sending the price up to 4.75 per ease. This price is expected to go up to 5.00 on Feb. 10. The advancing oat market is effeeting this change. The advance in paekage oats is justified, as since the war the price has only been raised 75c, whereas the advance in bulk oats has been 1.45. Business during January has been exeeptionally good with the millers. There is still a disturbing factor in the market, however, and lower prices than these can be secured in certain eases.

Commeal—	Per 98-lb. sack	
Gold dust	2 30	2 35
Unbolted	....	2 15
Rolled Oats—	90's in jute.	
Small lots	3 65	....
25 bags or more	3 50	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 65
Hominy, per 98-lb. sack	....	2 75

FEEDS.—As announced by wire last week an advance took place in the priee of a number of feeds. Further advances of $1 per ton took plaee this week in bran and shorts, these advanees being made neeessary by the remarkable advanees whieh have taken place in the price of wheat lately. The demand is exeeptionally good.

Mill Feeds—	Car lots, per ton
Bran	26 00
Shorts	28 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	2 45
Mixed chop, ton	41 00
Crusbed oats, ton	43 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	43 00
Barley chop, ton	38 00
Feed oats, cleaned, Manitoba, bush...	0 73

TORONTO.

FLOUR. — The systematie upward trend of flour is emphasized onee more this week by a raise in priees. Ontario winter wheat flour is up 40c all round. Fancy patents is now worth $7.40 in ear lots and blended sells at $7.20. And still the consensus of opinion is that we will surely see higher priees yet. This is not remarkable with Chieago wheat at $1.53. Winnipeg wheat, at the time of writing, is $1.55. There is, of eourse, any amount of business. The trouble is not to get it, but rather to stave it off. One mill frankly will not sell unless for delivery in thirty days. Sixty and ninety-day business they are turning down. Their viewpoint is that this eliminates speculation—at any rate with their money. The farmers are certainly holding out. They are sure of higher prices. As to export business, it is booming. The new Zealand Government have eontracted for a million bushels, and are arranging for another million later. Europe has turned wheat and flour importer on an extensive scale. Italy has removed the duty. So has France. Portugal, Spain and the Scandinavian governments will likely follow suit. All of which is abundant proof that they are hard up for supplies, because the duty is a good source of revenue. This is the farmer's opportunity and the miller's. "It's an ill wind——." Manitoba prices are considerably firmer, being up eonsiderably from last week—from 50e to 60e per barrel.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First pateut	8 30	8 10
Second patent	7 80	7 60
Strong bakers	7 60	6 40

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	7 60	7 40
90 per cent.	7 40	7 20
Straight roller	7 20	7 00
Blended flour	7 40	7 20

CEREALS.—Confirming our prediction of last week one firm has advaneed their priee on rolled oats 50e per barrel, and it is likely that others will follow. Market is very strong at higher price. Britain eontinues to buy heavily and shows no sign of cessation. Domestic demand is steadily good. It seems as if rolled oats will be the strongest market of any, and many look for further advance shortly. Rolled wheat is firm. Split peas are strong at existing levels.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 77½	3 97½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wbeat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—No aetual change in prices is recorded but, the market is very firm. Oats, which advaneed five eents last week, are exceptionally strong and a further advance is not unlikely. Feed flour is firm and none too easy to get.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., hay ports	....	0 60

OUR REPUTATION

is built on our square dealings with large and small dealers without discrimination. Your money has the same purchasing power as your competitor's.

SEND US A TRIAL ORDER TO-DAY

We guarantee the lowest possible prices consistent with quality.

TILLSON'S OATS

A Food **Not a Fad**

Are always uniform in quality and flavor.

RAINBOW FLOUR For Bread

LILY AND GOLD SEAL FLOUR

For Pastry

FREE!

Upon written request for same we will send you an attractive window display, charges prepaid. We also have a limited number of Tillson's Oats Calendars. Drop us a postal if you wish one, they are going fast.

Remember to sell
Canadian Products Made in Canada By Canadians

OUR MOTTO—QUALITY—THEN PRICE

Canadian Cereal & Flour Mills, Ltd.
TORONTO

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

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143 University Ave. -:- Toronto, Ont.

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OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MACLEAN'S MAGAZINE

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., Ltd.

143-153 University Avenue, TORONTO

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SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 80
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Ehr-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

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Ask any of our numerous clients what they think of Nicholson & Bain "Service." We have no idea what they will tell you exactly, but we are certain the tone of their reply will be one of entire satisfaction. Just write them to-day. Or, better still, write us regarding the plan, the connection, the organization that made their remarkable Western success possible. Write us NOW —while you think of it.

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The value of the Malcolm Lines of Condensed Milk and Coffee rests not so much on the profit of an individual sale, but on the accumulative profit of the larger sales it produces. Malcolm products move from your shelves quickly and continually. To push the Malcolm Line with any degree of vigor means unusual good profits and continued custom. Check over the lines you require and replenish your stock to-day. We deliver in 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

ORDER NOW

The Malcolm Condensing Co., Limited, St. George, Ont.

Costs More— Worth It!

WHITE SWAN is the highest priced Flaked Wheat on the market—and the cheapest.

To the ordinary man wheat is just—wheat, but if you stop to think, there is a vast difference between the kind of wheat you buy in the open market in car-lot quantities and the kind that we buy for milling purposes. We use nothing but the very choicest Ontario white winter wheat, and not only every load but every bag is carefully examined by our miller before it is taken into stock. This is thoroughly cleaned and pan-dried before it is passed on to the Flakers.

Each barrel has a lining, so that the Flaked Wheat does not come in contact with anything from the time it leaves the Flakers until it is sold to the customer. The result is the highest grade Flaked Wheat on the market with absolutely no waste.

We, therefore, take no risk in guaranteeing every barrel against moths, worms, weavil and sourness for a period of six months.

There is a big difference in wheat—it is our business to know the difference—and that is why WHITE SWAN Flaked Wheat is different.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12 lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
leings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Braud, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	37½
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to ease, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to ease, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz bottles, per doz., weight 6 lbs.	2 20
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

GRIFFIN'S Sliced Peaches

The piece de resistance in the canned fruit world.

Rightly priced and neatly sliced.

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

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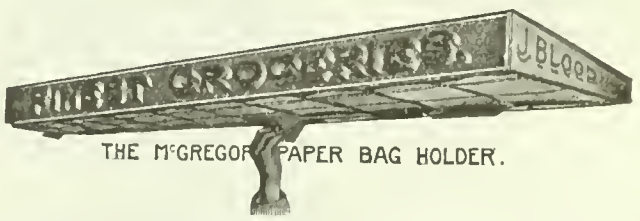
Ingersoll, Ontario

A store convenience — costs little — gives big service



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Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

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LIMITED
HAMILTON

Rowat's
Mixed Pickles

Have earned for themselves a reputation **second to none** for purity, tenderness and appetizing deliciousness.

Only fresh vegetables of the finest quality are used, and the pickling process is ideal.

Dealers of quality goods handle and SELL Rowat's. Why not you? It will pay you to get in touch with the nearest distributor.

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Glasgow, - Scotland

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BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 60

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

FOR MANY YEARS CONSUMERS HAVE KNOWN THE OLD RELIABLE

ROYAL BAKING POWDER

They have been told about its quality and purity for generations and the housewife of to-day gets the same good results with **Royal Baking Powder** that her grandmother experienced in the years gone by. Extensive and persistent advertising and the superb **quality** and **value** of **Royal Baking Powder** have made it the most popular and satisfactory brand in the world.

Push the sale of **Royal Baking Powder** and watch your increased profits. There is no baking powder made that will eventually pay you as much profit as "Royal."

ROYAL BAKING POWDER COMPANY, NEW YORK

The World's Finest Soap

The Original and only Genuine COAL TAR SOAP

Half a century's reputation lies behind this famous soap. You will find it an excellent seller among your best class of customers.

No Soap has received such enthusiastic praise from the Medical Press during the last fifty years as

Do not confuse WRIGHT'S COAL TAR SOAP with black pine tar. Wright's is a delightful saffron-coloured product.

WRIGHT'S COAL TAR SOAP

"THE NURSERY SOAP"

This is the original Coal Tar Soap, endorsed and recommended for daily use by the leading British Medical Authorities, including the "LANCET."

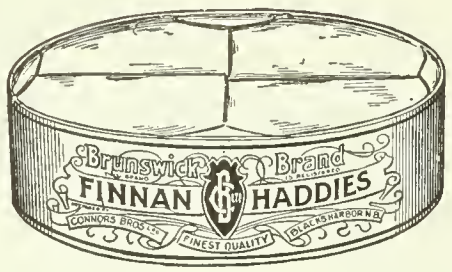
WRIGHT'S COAL TAR SOAP should sell for 15c. a cake and yield a good profit. Order now.

Manufactured by

WRIGHT, LAYMAN & UMNEY, LTD., Southwark, London, Eng.

Canadian Agents:—Harold F. Ritchie & Co., Ltd., 10-12-14 McCaul St., TORONTO

"Made in England"



Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "**BRUNSWICK BRAND**" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies
(oval and round tins)
Kippered Herring
Herring in Tomato [Sauce
Clams
Scallops

CONNORS BROS., LIMITED
Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1895
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire bandles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 50
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases
All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7½s, butts 9½ lbs., boxes 4 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UPTON'S

ORANGE MARMALADE

1915 pack now ready.

Order early.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

FRESH FROM CALIFORNIA

Celery and Cauliflower

arriving in prime condition.

Fancy Seville Bitter Oranges for Marmalade

Don't put off buying—Order now.

HADDIES—FILLETS—CISCOES—OYSTERS
SMELTS—BLOATERS—LAKE
HERRING IN BRINE.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE

THE MERITOL CHEMICAL CO.

725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

HUNTLEY & PALMER'S BISCUITS

A fresh supply of these delicious English Biscuits just arrived. We carry a complete stock. Write for price list.

FEARMAN BROS., - - 66 YORK ST., HAMILTON, ONT.

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

WAR and COST OF LIVING

will induce people to grow more next summer. They will want the "Produce More" varieties, so get our wholesale catalogue.

Darch & Hunter Seed Co., Ltd.

Box 1287 LONDON, ONTARIO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work

Thomas C. Irving, General Manager Western Canada

TORONTO

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queenshoro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

MAKER OF JAMS, PICKLES, SAUCE AND sundries, recently arrived from the Old Country, wants position. Highest references. Apply X. Y. Z., Canadian Grocer, Montreal.

WANTED TO HEAR FROM OWNER OF good general merchandise or grocery store for sale. Send price and particulars. D. P. Bush, Minneapolis, Minn.

GORDON McDONALD & CO., 13, NORTHumberland Alley, Fenchurch Street, London, E.C., are buyers, for cash, of all kinds of dried vegetables, also a mixture of same called Julienne, in 1-cwt. bags, c.i.f. London, cash against documents. Samples and correspondence invited.

AGENCIES WANTED

WANTED FOR THE CITY OF TORONTO two good agencies, staple grocery lines preferred. Best of references and connections. Box 71, Canadian Grocer, Toronto.

TRAVELLER CALLING ON HOTELS AND restaurants wants a good side line. Write Box 73, Canadian Grocer, Toronto.

GOOD AGENCY WANTED FOR GROCERY and drug trade covering Toronto thoroughly. Write Box 72, Canadian Grocer, Toronto.

FOR SALE

FOR SALE — BUSINESS OR BLOCK — grocery business established over four years; best location in Vancouver, B.C.; butcher in connection; on three-year lease; a large, commodious dwelling above; must be cash; reason for selling, retiring from business. Box 70, Canadian Grocer, Toronto.

McCASKEY ACCOUNT REGISTER—GOOD AS new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

Not a Luxury

The many uses and economy of

MAPLEINE

classify it as a necessity that goes far and costs little. As a flavoring it is very popular.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

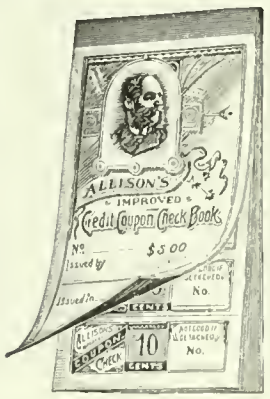
JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

BUY

STARBRAND

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

BLACK JACK

QUICK CLEAN HANDY

TRY IT

SOLD BY ALL JOBBERS

**¼-lb. tins—
3 doz. in case**

You are in business for every dollar you can make, but profits are slipping past you day after day if the

7-20-4

cigar is not included on your tobacco counter. Get after the trade to-day.

Sherbrooke Cigar Co., Limited

SHERBROOKE, P.Q.

Don't think you can jump in when trade begins to boom and head off the man who stuck to his advertising guns. It cannot be done, the other fellow has too big a handicap.

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

When quality is desired buy

"St. Nicholas"

The

B. L. O. E.

J. J. McCABE
Agent
Toronto

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well

A big cent's worth of delicious quality Flexible Licorice

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

National Licorice Company
MONTREAL

TRADE MARK KEYSTONE BRAND REGISTERED

Business as Usual

Thanks to the loyalty of our customers and the popularity of Keystone Brand Brushes and Brooms, we have been able to keep our factory running full time with a full staff during the year 1914. The prospects are that we will have to increase our staff in the near future and thereby employ more Canadian labor.

Will you help us to do it?

Stevens-Hepner Co., Ltd.
Port Elgin, Ontario

TEA

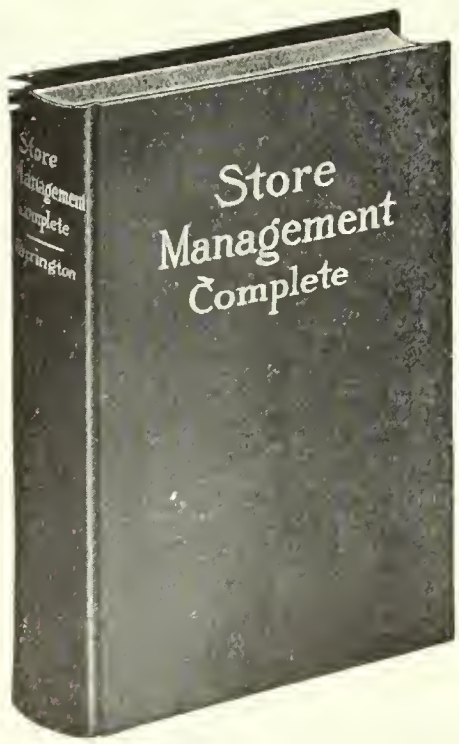
Low-grade Japans are now practically unobtainable, except at very high prices, and we wish to point out to our many friends the merits of good China Young Hysons as a substitute for the lower grade of Japans. Of these teas we have several lines which show exceptional values.

Write us.

John Duncan & Co.

Established 1866 MONTREAL

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-153 University Avenue TORONTO

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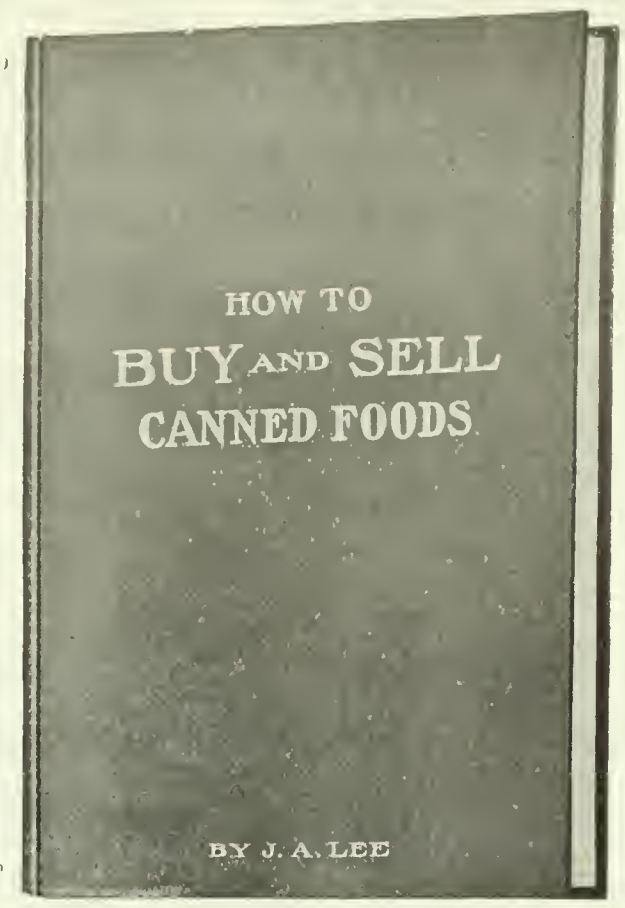

A Practical Text-Book of the Canning Trade

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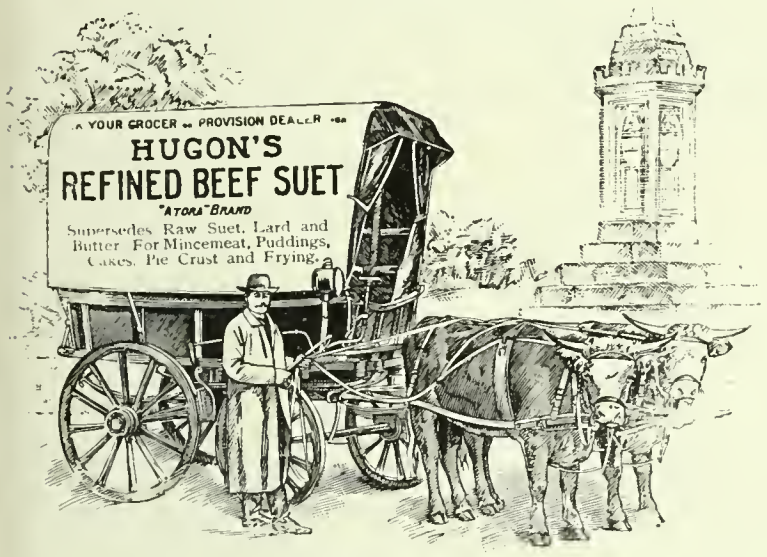
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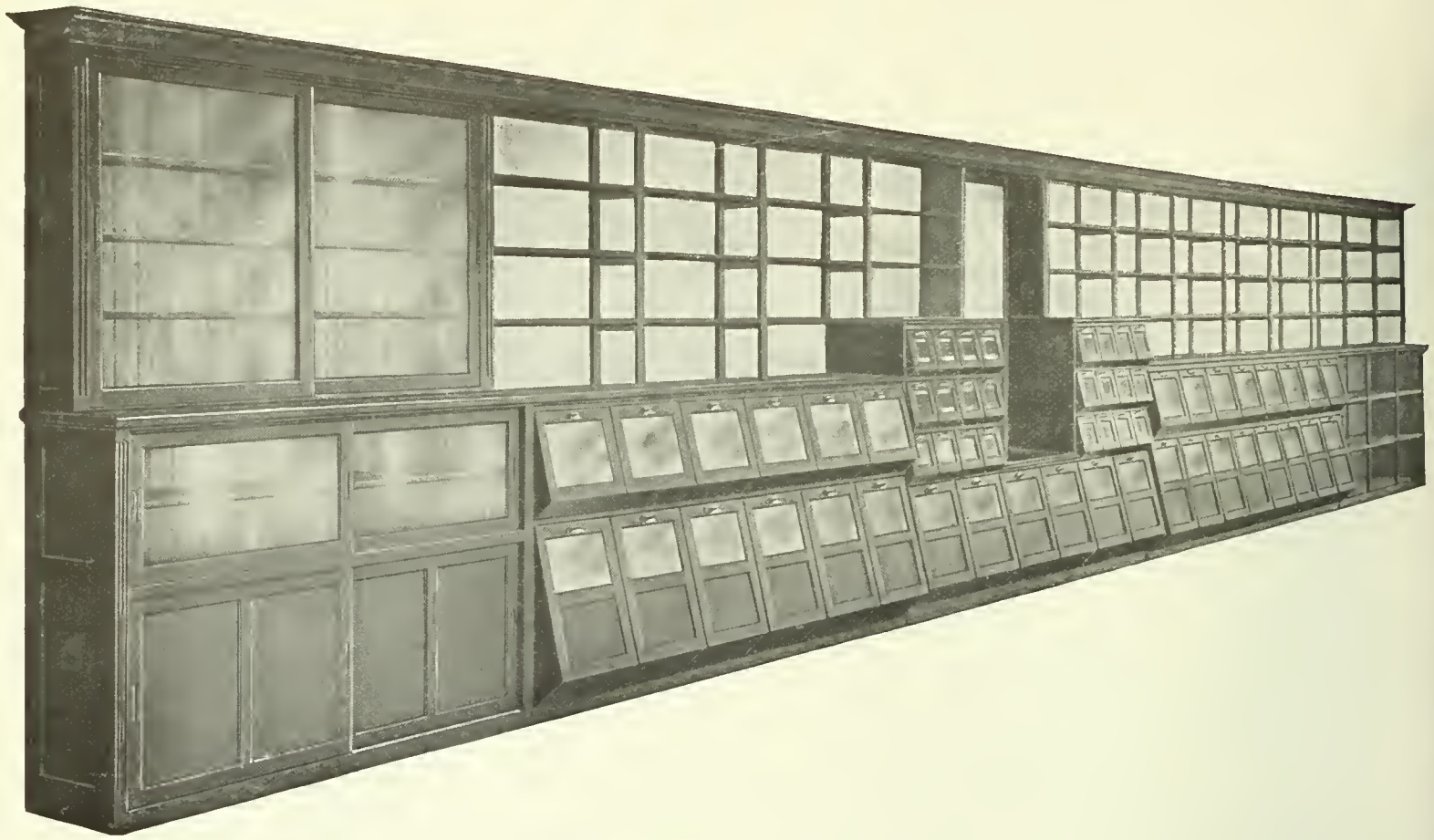

Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

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This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for ½-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

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BERLIN, ONTARIO

FEATURING—FIRE INSURANCE PROBLEMS

CANADIAN GROCER

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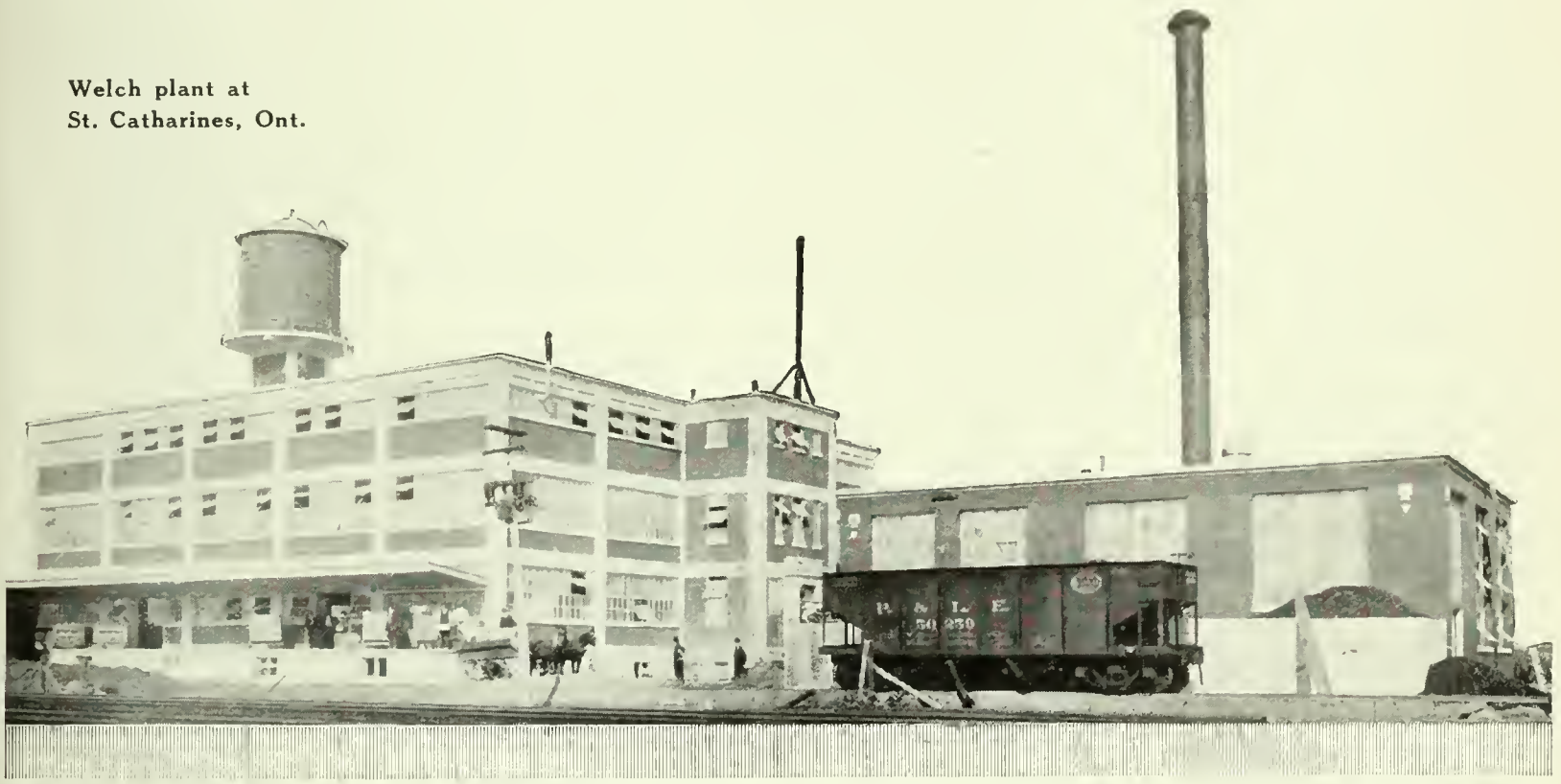
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXIX PUBLICATION OFFICE: TORONTO, FEBRUARY 12, 1915 No. 7

Welch plant at
St. Catharines, Ont.



Welch's is an illustration of Canadian Excellence

With a splendidly equipped plant in the heart of the fine fruit belt between Lakes Ontario and Erie we are in a position to supply the constantly growing demand for

Welch's

"The National Drink"

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Welch's is distributed through the leading jobbers

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are not the one-sale kind. The first sale is the ice-breaker of repeat business.

Repeat business comes only from satisfying your patrons—from supplying them with goods whose quality and purity are unquestioned.

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No hands touch Pure Gold Jelly Powders.

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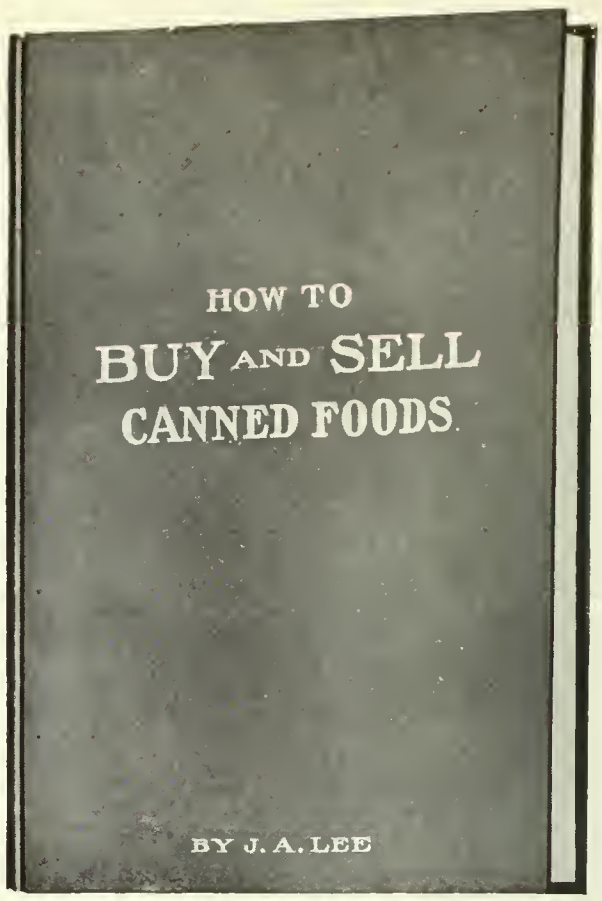

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reflects the excellence and quality of every ingredient used, and the skill, care and attention bestowed in the making.

Whether you handle the vermicelli, spaghetti, macaroni, or all of the delicious paste products that bear the name "Cadou," you'll find them increasing in favor the better they become known in your locality, and especially in these days when economy is an important factor.

Cadou's is produced from the heart of the finest Taganrok wheat—the best in the world for the purpose. Made in Marseilles, by French experts who have devoted their lives to the perfecting of paste products of quality.

Cadou's will just captivate even your most exacting customers. Cadou's never gathers dust on your shelves—it moves *quickly*.

Write your wholesaler *to-day*.

Arthur P. Tippet & Co.
Agents -:- Montreal

Don't wait until you're forced into buying a new refrigerator, but anticipate your needs now and plan on them by looking into the merits of the "ARCTIC"

Summer and hot weather are coming just as sure as fate. Is your refrigerator up to the standard you place on your store service?

The "Arctic" refrigerator is a proven success—of perfect construction — a real money-saver—a money-maker.

Write for catalog of Arctic Refrigerators and the new fish display case.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

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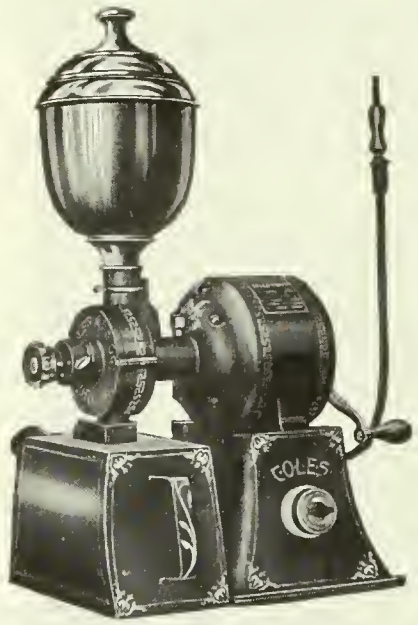
Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

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Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

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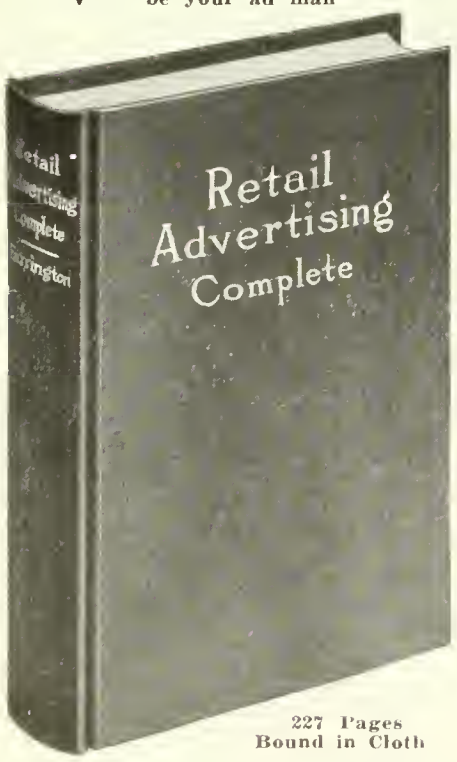

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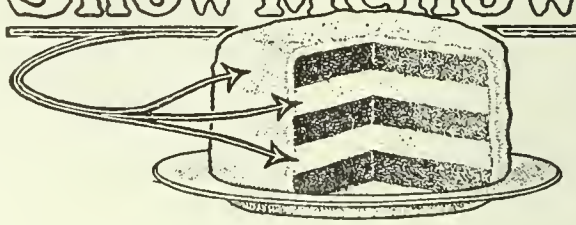
Snow-Mellow



Are you selling this new product that makes the most delicious meringue, icing and filling

Without Eggs and Without Cooking

With just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, the housewife can make a score of dainty desserts with rich, fluffy tender icing and filling.

And handling "Snow-Mellow" leaves you a generous margin of profit.

Get a line on this Winter party trade and push "Snow-Mellow."

The W. T. Ott Co., Inc.

32-34 Front St. West

TORONTO

54 J.

Quality, Purity, Deliciousness

are all wasted if the first sales—profit-producing, repeat-getting sales are not made

Our extensive and attractive consumer advertising throughout the Dominion of Canada places **E. D. S. Jams and Jellies** far above the possibility of the lack of first sales with their accompanying profits and subsequent repeat business. First sales count. This advertising has stirred up the desire which is daily crystalizing into first sales and the solidifying of the E. D. S. quality demand.

Keep your stock of E. D. S. Jams and Jellies right out to the front and take full advantage of the growing desire to try.

Co-operate with us in our efforts to assist you in realizing bigger business in the most profitable product of Canada's most fertile fruit belt—the Niagara valley.

E. D. SMITH & SON
LIMITED

WINONA ONTARIO

Agents: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N. S.; A. P. Armstrong, Sydney, Nova Scotia.

Get Your Selling

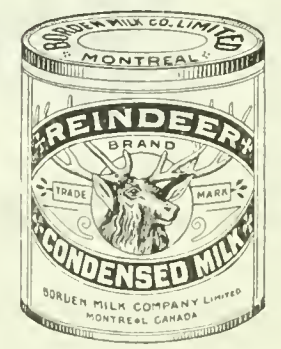
Ability and that of Your Clerks Behind these Trade-Building Lines.

Here's *Purity* that establishes firm custom.

Here's *Convenience* that makes enthusiastic custom.

Here's *Utility* that makes extensive sales a certainty.

Get your selling ability behind these lines today.



Borden Milk Co.
Limited

"Leaders of Quality"

MONTREAL

Branch Office:

No. 2 Arcade Bldg.
VANCOUVER, B.C.

Gives Your Business Prestige

Shirriff's has by sheer merit won its way into the hearts of housewives everywhere.

When a customer asks you for Shirriff's, it means prestige to your store if you can give her what she wants. Substitutes leave a bad impression.

Shirriff's

True Vanilla

once sold means a steady customer coming into your store—and there is a good profit in Shirriff's, besides.

Shirriff's is fifty per cent. stronger than the Government standard. The finest Mexican Vanilla beans are used. Shirriff's invariably gives complete satisfaction.

If you are not already helping to supply the demand for Shirriff's, write us.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy **Carr's Biscuits.**

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For Prices, etc., Write To-day

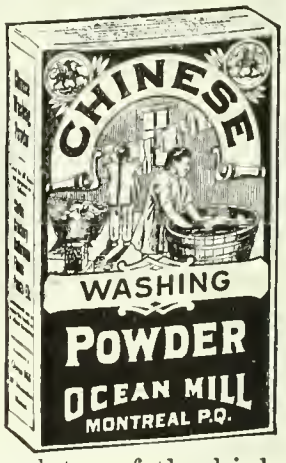
CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order.

Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents.

Your jobber should have it—if not, write direct for prices.

OCEAN MILLS

MONTREAL -:- CANADA

Aylmer and "D.C." Brands Extra Special Catsup

A catsup "MADE IN CANADA" with CANADIAN LABOR from whole ripe tomatoes Grown in Canada.

GUARANTEED absolutely pure and to contain NO coloring or preservative.

Why not encourage the consumption of a Canadian Catsup instead of a foreign catsup?

The quality is as good as the best and the price is lower.

NOTE THE PRICES

Half-Pints Catsup, Extra Fine----- $1.45 per doz.
Two dozen in case

Pints 16-oz. Catsup, Extra Fine--- $2.25 per doz.
Two dozen in case

Gals. Jugs, Catsup, Extra Fine---- $0.75 per jug
Eight to barrel

TERMS—Net 30 days

Freight prepaid in 5-case lots or over to points between Windsor and Montreal and south of North Bay. To all other points a freight allowance of 25 cents per 100 lbs. will be made.

Prices subject to change or withdrawal without notice.

Safeguard Your Investments!

READ

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THE CANADIAN NEWSPAPER FOR INVESTORS
AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK
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BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

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143-153 University Avenue
TORONTO

Out of One Hundred Men who Essay to Run Retail Stores, Ninety-five Fail

Fewer men succeed at keeping store than at any other occupation. It seems easy to make a living by selling goods at a profit. To the outsider a retail store looks like an El Dorado of Easy Gains. But only five per cent. of the men who attempt to grasp these easy gains achieve a permanent success.

Why?

This is a question that affects not only retailing, but every branch of business. The manufacturer, the wholesaler, the banker, are all directly concerned. Conditions which affect the merchant reflect their influence on all branches of industry and commerce. If a man starts a retail store and fails, the manufacturers and wholesalers who supplied him with goods share in the loss. The banker may also figure in the liability. On the other hand when a merchant, by force of good merchandising and sound business methods, works up a profitable and permanent business, the manufacturer, the wholesaler and the banker all share in his prosperity.

AND SO THE REASONS FOR THE LARGE PERCENTAGE OF FAILURES IN THE RETAILING WORLD ARE OF DEEPEST INTEREST TO MEN IN ALL BRANCHES OF BUSINESS.

Under the title "Service and Super-Service," William Byron tells in the February issue of MacLean's Magazine why the few succeed and the many fail. Briefly, it simmers down to this: The man who goes into business to sell goods cannot win his way to the top—and stay there. In order to succeed it is necessary to sell service—even super-service—to the public; the best possible service compatible with a reasonable profit. Too much service is as bad as too little, for after all a man cannot stay in business unless he is making a profit

You will be interested in seeing the development of this theme, in reading the article through. It contains a wealth of valuable information.

Buy
Maclean's Magazine

MACLEAN PUB. CO.

c. a copy. $2.00 a year

"We believe every grocer owes it to himself, to his family and to his business, to be fully protected by fire insurance."

SERVICE—To be able to give proper service you must know the needs of those you wish to serve.

When you deal with our office we make your interests ours

Your Dollar may return to you if you spend it near home

A Canadian Company for Canadian People

Agencies in all Cities and Towns in Ontario

Insurance placed with this Company simply means keeping your money at home, rather than sending it to cities and towns in Europe and United States

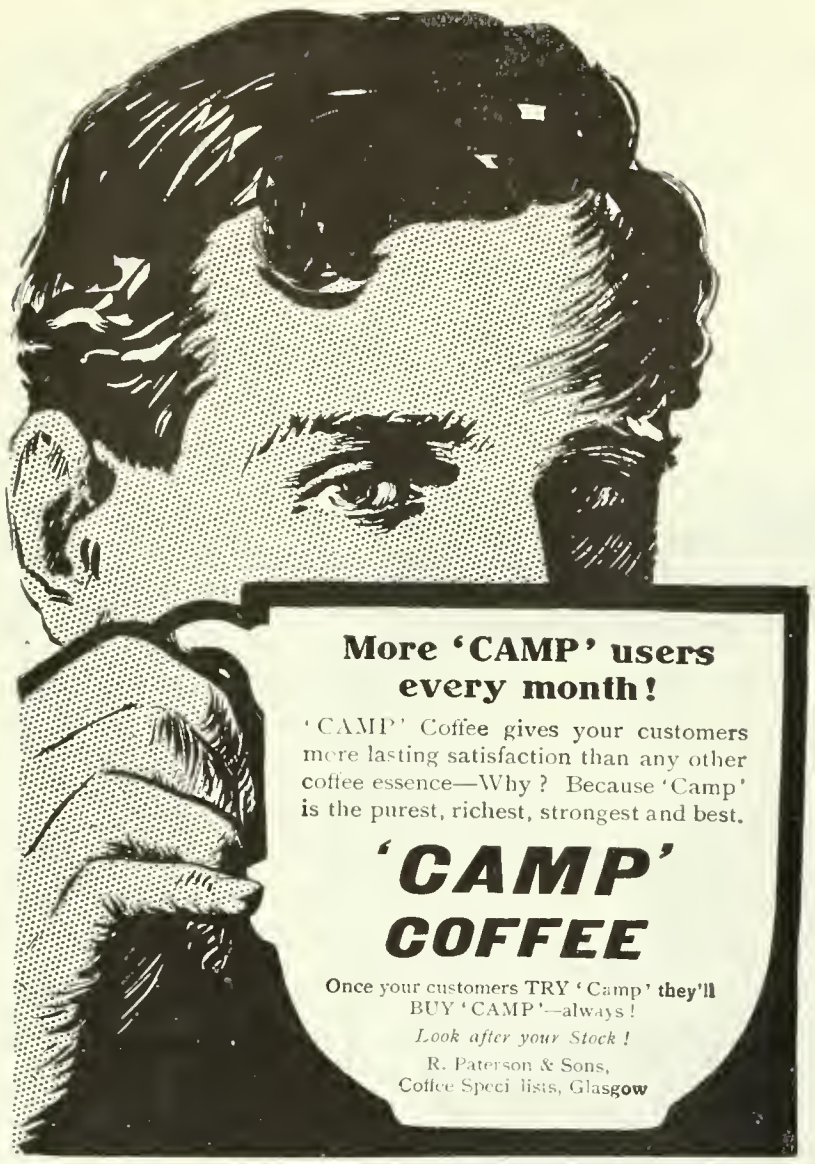
The figures of 1914 are so far not available, but for 1913 over $20,000,000 was paid for Fire Insurance to companies having their Head Offices outside of Canada, and over $7,000,000 of this amount was paid to foreign companies. One can readily see what a benefit this would now be to our country, if this Insurance had been placed with Canadian Companies, and we might add that by placing your Insurance with The Hamilton Fire, you are patronizing a purely Canadian Company, one that invests its Capital and Surplus in Local Municipal Bonds and Debentures, thus promoting the advancement of our towns and cities.

Hamilton Fire Insurance Co.

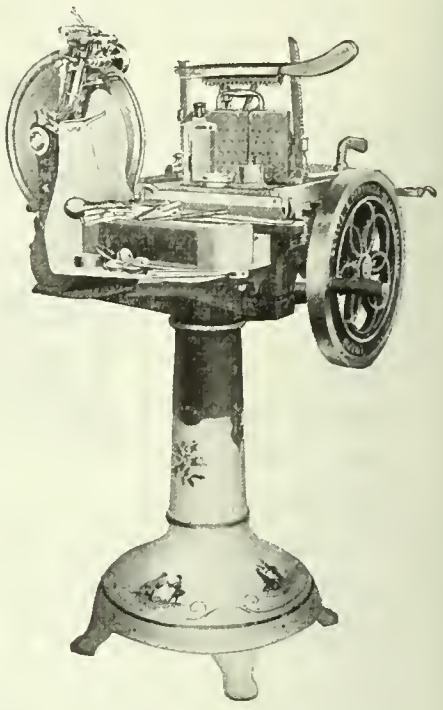
CASH MUTUAL AND STOCK

Head Office - - - Hamilton, Ontario

RUSSELL T. KELLEY, General Manager


More 'CAMP' users every month!
'CAMP' Coffee gives your customers more lasting satisfaction than any other coffee essence—Why? Because 'Camp' is the purest, richest, strongest and best.
'CAMP' COFFEE
Once your customers TRY 'Camp' they'll BUY 'CAMP'—always!
Look after your Stock!
R. Paterson & Sons,
Coffee Specialists, Glasgow

VAN BERKEL SLICING MACHINE



Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake, Manitoba

Do you realize

that it's easy to run a Tobacco Department in your store, and it's a sure thing that your profit will be right if you stock and push these high-quality "Made in Canada" chewing and smoking tobaccos? Try them.

MASTER MASON
Smoking

ROSE QUESNEL
Smoking

KING GEORGE NAVY
Chewing Plug

MAPLE SUGAR
Chewing Plug

Rock City Tobacco Co.
LIMITED
QUEBEC WINNIPEG

As Good as it Claims to be.

THIS is the verdict of "GIPSY" users everywhere. The merits of the article—its quality and utility; never varying from the highest standard in Stove Polish manufacture, are creating a "never-be-without-it" resolve amongst users sufficient to justify your order for

GIPSY Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

SELL ONLY
"MADE IN CANADA"
GOODS

It's up to you, Mr. Dealer, to show your patriotism by selling only "MADE IN CANADA" goods.

Richards' Quick-Naptha soap is "MADE IN CANADA" by Canadian Workmen and is of the highest quality, which will insure you repeat orders.

There is a profit of 26½% to be had on Richards' Quick-Naptha.

Write us to-day and get particulars

Richards Pure Soap Co., LIMITED

Woodstock, Ontario

Let Reason Guide You Not Habit

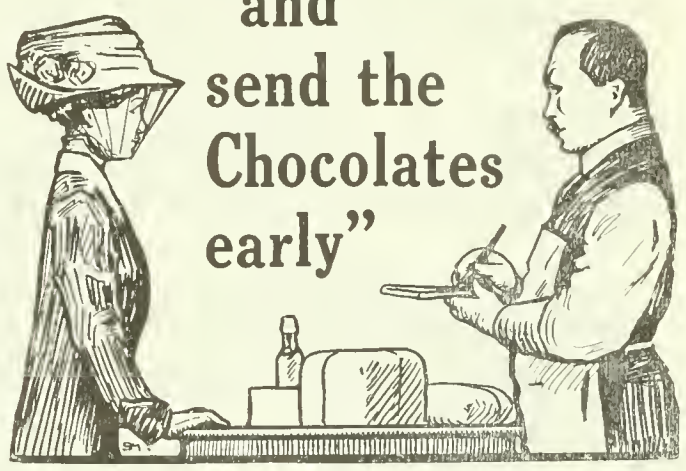
Just as you have every confidence in recommending Furnivall's Jams to your most particular customer, so can you push with the same degree of satisfaction, the sale of our Marmalade made only from the finest selected Seville oranges and pure cane sugar.

For Quality, Purity and Fine Flavor, it is unsurpassed.

Stock up your low lines to-day—right **now** — with **Furnivall's** and be in a position to take advantage of the additional jam trade when home-made preserves are exhausted.

Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Roble St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.



"and send the Chocolates early"

Most every housewife is an enthusiastic customer as far as candies are concerned. In most homes candies are as much a staple as bread or milk. Grocers who develop this line of trade are realizing unusual sales, and, of course, the profit is extremely attractive.

But no one wants poor candy. To make your candy department a success the quality of your lines should be above reproach.

Montreal Biscuit Co.'s Lines are characterized by their irresistible flavors and thorough goodness. Proof of their popularity lies in the fact that with most grocers every new order they place is far in excess of the preceding one.

Get after this profitable trade immediately and make sure of highest success by writing to-day for complete list of Montreal Biscuit Co.'s Lines of High-Grade Candies.

The Montreal Biscuit Co.

Montreal

Manufacturers of Biscuits and Confectionery

A SEASONABLE SELLER

Goodwillie's Pure Fruits

In Glass are highest quality packed

Agents:

Rose & Laflamme
Limited
Montreal
and
Toronto

You can get them from your Wholesaler

Men Around the Kaiser

By Frederic W. Wile

Berlin Correspondent of the London Daily Mail.

The only book giving complete and accurate information about all of the great German warriors, statesmen, business men, scholars and all those who figure most prominently in the affairs of that country at the present moment. By a man who has viewed German affairs at close range. Price $1.00, Postpaid.

Book Department:

The MacLean Publishing Co.
LIMITED

143-153 University Ave.
TORONTO

CLARK'S

Clark's

COOKED CORNED BEEF

MADE IN CANADA

FROM

THE BEST OF BEEF

W. CLARK, LIMITED, operate a canning business purely and simply. The choicest cuts and the best of the beef go into the cans. That is why Clark's Cooked Corned beef is absolutely THE BEST ON THE CANADIAN MARKET. Quality goods mean pleased customers and INCREASED TRADE.

W. Clark, Limited, Montreal

Tartan BRAND

THE SIGN OF PURITY

Our annual Tea Sale. All goods bought before advance. If our travellers don't call send for samples—it will pay you.

After-stocktaking bargains. Our travellers have a big list.

'Phone at our expense.

3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

Evaporated Apples

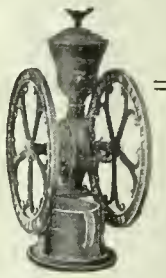
WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.

Ingersoll, Ontario

End ALL Expense With First Cost

No. 35



No. 40

The continual expense of electric current, little breakages and repairs, that insidiously eat big holes in your profits—such costs are never known to grocers using the ELGIN COFFEE MILL. With them **first** cost is the **only** cost. The ELGIN steel-cuts your coffee any grade by a few simple turns of the wheel. Nothing to wear or break—nothing to get out of kilter.

You'll find the ELGIN always ready for active service, thus greatly adding to its economy and earning power. Let us send you without obligation Catalogue No. 23, which fully describes the ELGIN line. A post card will bring it, together with the name of our nearest representative.

Woodruff & Edwards Co., Elgin, Ill., U. S. A.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

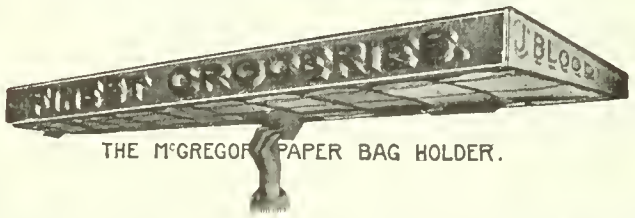
SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

THE O. P. McGREGOR PAPER CO., LIMITED,

411 Spadina Ave., Toronto.

Bee Brand

JELLIES, STARCH, BORAX

can always be depended upon to give absolute satisfaction. For Quality and Purity Bee Brand Specialties are unequalled. Get a display on your counter to-day. Samples cheerfully sent.

FORBES & NADEAU, Montreal, Que.

St. Lawrence Granulated

100 Per Cent. Pure Cane.

Prompt Shipment of all Orders.

Jonas' Sales are Perpetual Sales

Once you consider the number of extracts that have been thrust on the market during the past forty-five years only to soon drop out of existence, you get an idea of the sound esteem the average housewife holds for Jonas' Extracts.

For more than two generations most grocers have found their thorough goodness, extra strength and high quality have kept customers coming back continuously. You'll realize their popularity once you get them to the fore in your store. For sound, repeat sales push Jonas' Extracts. Replenish your supply to-day.

HENRI JONAS & CO., Montreal, Que.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

Compare the T & B ten cent plug with any other—and you'll decide it's the best buy

The tobacco in "T & B" plug smoking is the finest Virginia leaf carefully selected and expertly cured. "T & B" plug will win permanent customers for you. It will give you more profit and enables you to give better value for your customer's money. Stock "T & B." Order a caddy to-day.

YOUR WHOLESALER HAS IT.

TUCKETT LIMITED

HAMILTON, ONT.

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

A want ad. in this paper will bring replies from all parts of Canada.

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer — Foodstuffs — Exporter
I am a buyer for Beans, Peas, Seeds. Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for coufectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG, - MAN.

A want ad. in this paper will bring replies from all parts of Canada.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

Pleasant Impressions of Your Store

In a highly recommended "Course on Salesmanship" this statement is emphasized: *"It is important that every customer should be satisfied with her purchase and carry away a pleasant impression of the store and its services."*

The above statement defines in a nutshell the policy of every progressive grocer. It also explains why so many grocers recommend Red Rose Tea. They know that

Red Rose Tea

"is good tea"

and that the woman who buys it will be completely satisfied with her purchase. The uniformly high quality and distinctive flavor of Red Rose Tea is an asset to any grocery store.

T. H. Estabrooks Co., Limited, Toronto, Ont.

Montreal St. John Winnipeg Calgary

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

INCREASED PROFITS AND A BIGGER TURNOVER

come as a natural sequence to the store that installs the **Eureka** Refrigerator. No further loss through spoilage; no more complaints from customers about tainted foodstuffs. These cease just as soon as the Eureka is put into use. Let us tell you the names of some of the Grocers and Butchers round about you who are using the Refrigerator that has proved its superiority for over twenty-eight years. Then hear what they have to say about EUREKA.

Tell us you are interested. We can give you facts and figures of what the Eureka has done for other grocers that will surprise you. Write us to-day—right now.

Eureka Refrigerator Company
Limited

31 Brock Ave.
TORONTO

The Seed Drill and the Reaper

It is an amusing, and at the same time significant fact that men who criticize and condemn advertising the hardest are the men who advertise the least.

And the most violent critic of the lot is the man who doesn't advertise at all.

These men put up strange arguments against advertising sometimes, and one of their pet diversions is to compare advertising with Personal Salesmanship.

To compare Advertising with Personal Salesmanship is to compare the Seed Drill with the Reaper.

They are separate and distinct. Each performs different functions, yet each are necessary for the common good.

They work together, in the same field, for the same man, to the same end.

Advertising is the Seed Drill of Modern Commerce.

It plants the Seed of Good-Will in the minds of prospective customers. The seed grows to interest, and interest turns gradually into a desire to possess. The harvest ripens and is garnered in by the ever-ready salesman.

The salesman is the Reaper of Modern Commerce.

He reaps where advertising has sown.

Advertising performs the missionary, the educational and the preliminary work—the Salesman comes along and with minimum exertion carries away the order, and frequently all the glory of securing it.

He reaps most who sows the best, and a just man will not forget the seed drill when the reaper is at work.

Rate Card and Full Information gladly furnished on request.

THE CANADIAN GROCER

143-153 University Avenue, TORONTO, ONTARIO

UNIFORMITY

The unvarying good quality made possible by skilful blending and constant watchfulness has been an important factor in the history of

"SALADA"

The consumer knows that whenever or wherever she buys a package of "SALADA" that her taste will not be deceived by any variations in flavour. You cannot expect to get this regularity with bulk tea, and we have proved that this is one of the essential points in winning public favour.

"SALADA"

Montreal **TORONTO** **London, Eng.**

It's quite to be expected that *Crown Brand Corn Syrup* should have a big daily sale throughout the Dominion

Wheu you consider the number of grocers from the Atlantic to the Pacific in small and large towns, in cities of all sizes, and even throughout rural Canada who are selling it.

These grocers are looking to their best interests, both present and future, by sticking with the syrup that brings the **quickest** and best results.

They realize that by co-operating with our desire-creating consumer advertising they will reap the benefit of the superior quality of this delicious, satisfying Canadian table syrup. They realize that by displaying Crown Brand Corn Syrup in their windows and on their counters they will crystallize the customer's desire-to-try into actual sales and good future business.

Join the crowd of money-making grocers by displaying and pushing Crown Brand Corn Syrup.

The Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands

Works: Cardinal, Brantford and Fort William

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

If this advt. makes one more "FORCE" user—

and that one user you, Mr. Grocer, we know we won't have to worry about the sales in your store any more. If you've read our advts. in the "Canadian Grocer," you'll note they're all along the same tenor—all we want the grocers to do is to try "FORCE" on their own tables. We are willing to stand or fall by that test. Just see for yourself if this rich, nut-like, appetizing WHOLE WHEAT food, (cooked with malt), isn't the most inviting, satisfying cereal you ever tasted. That's all we ask—a practical test from a man who knows what a food ought to be and do. YOU try "FORCE."

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere

CANADIAN GROCER

VOL. XXIX FEBRUARY 12, 1915 No. 7

Sell the Farmer Better Goods

One Method for Getting Him to Spend More Money With the Merchant in the Country Towns and Villages—How a Certain Merchant Raises Standard of Goods Purchased By His Customers—Power of Advertising.

Second of Series on "Getting After the Country Trade."

"THERE used to be the greatest rivalry in our store," related an ex-general merchant to the writer recently "to get the farmer's wife to spend all her butter and egg money when she came to the village. If we didn't get the surplus above what she had decided to take out in trade it either found its way into some other store or into the bank next door."

This man is to-day the general manager of the branch of a large Canadian foodstuff industry who has made a brilliant success as a salesman. He worked his way up from an obscure clerk in a village store to his present enviable position because of that power to SELL goods.

Grocers and general merchants of to-day are in the same position. The farmer's wife still comes to town every Saturday and sometimes during the week with her butter and eggs and she either goes out of the store with money or goods. Merchants to-day have in fact much greater opportunities than those of the time to which our friend refers. The farmer has prospered in recent years with but few exceptions. He has got money he never had before. He has the money because he has been securing big prices for what he has had to sell. Every merchant knows that.

It is up to every merchant who sells to the prosperous farmer to go after country business right now.

Are the clerks in your store enthusiastic over their accomplishments as salesmen? Are they equipped with the knowledge and information that will help them get the farmer's wife to spend all her butter and egg money in your store? Those are questions of paramount importance at the present time.

Advertising in the local papers and personal salesmanship with catchy displays are methods which will be necessary to get the attention of the farmer and his wife.

* * *

Sells Superior Goods.

"Our method for getting all the business we can from the farmer," declared a general merchant in a small town, "is by raising the standard of the goods we sell. For instance when a customer asks to see a pair of boots we do not show him the cheapest pair in the store first, but rather the very best boots we have in stock. We tell the customer of the high quality of those boots—that they will last longer than any other pair in the store—and that our guarantee is behind them. If we know the customer has the money we sell him the best boots. Occasionally of course some want to see something cheaper and we show them—but even then we frequently see better boots by comparison. Besides making a margin of about 80 cents or so on the superior boots as compared with only 40 on the others, we send home a pleased and satisfied customer who will never accuse us of having sold boots that were defective.

"The same applies to hardware, groceries and dry goods. If a farmer wants a hoe I never show him a low priced one but invariably the best quality in the establishment. Nine times out of ten he buys it without question and he remains with us a satisfied customer.

"To such a point have we urged the buying of the better quality goods that customers have come to accept our recommendations and as you know, once you have the confidence of your patrons you have little difficulty in increasing your business by the power of suggestion. In the retail business of to-day

A Tasty Change for the Farmer's Table

Are you getting a little tired of pork? Wouldn't you like a change for awhile? If so, then call to see us on Saturday and let us show you our stock of Salt Herring. Several kegs just in of fine, plump, juicy fish—and a wholesome, nourishing food.

Look over this list of goods and prices:

Salt Herring—A food that makes a most tasty dinner and an agreeable change from the usual meat diet. Per keg, ..c.

Ciscoe Herring—Another delicious fish food that is just as palatable as the other. Easily kept during the cold weather. Three dozen for ..c.

Brown Sugar for Taffy—A favorite winter pastime of the long evenings is the making of taffy—one of the delights of the life of the robust country young folks. Brown sugar, per sack, $.....

Molasses—Treat the family to gingerbread — always appreciated by everyone and a healthy food. Good molasses is indispensable. Take home a tin or two of ..... Brand, only .... cents per tin.

Jelly Powder—A package makes a whole pint, and with whipped cream so plentiful in the country, there is no finer dessert. Per package, ...c.

Butter and Eggs Wanted

JOHN BROWN

75 John Street

Phone 54

Suggestion for a newspaper advertisement to interest the farmer.

one must anticipate the wants of his customers if one desires to be successful, rather than hand over only those goods that may have been asked for."

The Good Flour Was Bought.

While the writer stepped aside to allow this merchant to serve a customer from the country he heard a conversation illustrative of the power of the retailer to raise the standard of goods to customers:

"How much is your flour to-day, Mr. ———?"

"Four fifty a sack," was the reply. "It is the Blank Brand and is guaranteed to give you the very best of satisfaction."

"But haven't you any cheaper than that?"

"Oh yes, we have, there is some at $4 and at $3.75, but you want the flour that you can depend on absolutely. I could sell you the other if you wish but I cannot guarantee you satisfaction with it."

The argument struck home and the high priced flour was sold.

The method this merchant has adopted of raising the standard of the goods his country customers purchase, has done much to keep the home trade at home. In the village where he is located there is no newspaper so that he cannot do as he would like in the matter of newspaper advertising. However, he has carried personal salesmanship to such an extent that he has made a substantial success in his business. Last year he erected a new store. This is all done in spite of the fact that he is located in a district within a few miles of a large city where there are always alleged inducements for people inclined to go on bargain hunting expeditions.

Big Task for the Retailer.

At the present time the merchant who endeavors to get the farmer and his wife to spend their money by raising the standard of the goods he sells them, is doing splendid work. He is not only giving better satisfaction but he is increasing his turnover and securing in many cases increased net profits. The trade must, too, appreciate the fact that unless the farmer is gone after energetically he will be apathetic in his purchasing transactions. There is no reason why he should hang on to his money. Many farmers have the idea that because there is a temporary depression on they must bank their money. It is the duty of the merchants in touch with them to separate them from that idea.

The Fort William (Ont.) Retail Merchants' Association is working diligently to get a substantial license imposed on transient traders. They are also considering methods for eliminating objectionable advertising.

New Home for R.M.A.

Have Leased Large Building for Future Rooms — Renting Spaces to Manufacturers for Permanent Exhibits — Move March 1.

THE Retail Merchants' Association, Ontario Branch, have become identified with an important undertaking in which members throughout the province will be greatly interested. A new home has been found. For a long time the offices of the organization have been located at 21 Richmond Street West, Toronto. These premises have now become inadequate. The Retail Merchants' Association is, as the trade understands, composed of many sections. On some afternoons and evenings several of these meet at once and sometimes the present offices cannot accommodate them all, with comfort to one another.

This condition of affairs sent the officials out on a quest for other premises that presented more scope for their operations and they have found their new home in the old Y.M.C.A. Building, at the corner of McGill and Yonge Streets, a short distance south of College Street. The first floor up and the one above it have been leased for a term of years—at least they will have been when this issue reaches our readers, as the option closes on Saturday.

On the first floor up will be the secretary's office. This floor also contains three large rooms and it is really here that the interesting and unique part of the move is to be found. The Association has divided these three rooms off into spaces which will become permanent manufacturers' exhibits. These exhibit spaces are being rented at so much per month to various manufacturers who will have permanent displays of their goods in them. Altogether there are 30 spaces and at time of writing 16 have been spoken for, and those after only three days canvass.

For the benefit of the manufacturers who take spaces there will be a special exhibitors' room on this floor where there will be writing desk and telephone accommodation, etc.

There will also be an inquiry office on the first floor up which will be maintained by the association.

On the floor above which has been leased as well, there are a number of committee rooms for the accommodation of the members at their regular meetings. There are a sufficient number of these to accommodate as many sections as may be meeting at any one time.

The Retail Merchants' Association see a great future here for the development of their work. Their new quarters which are centrally located, will be in reality splendidly equipped "club rooms" where members may drop in any time they are down street and where members from outside the city will be able to have their headquarters when they come to Toronto. The retailers hope and expect that their newly acquired premises will soon become an important centre for wholesalers and manufacturers. The place may perhaps become to be called "The Retailers' Temple." It is the intention of the officials at the present time to have billiard, card and lounging rooms for the accommodation of members.

Unless something unforeseen happens, the new rooms will be occupied by the first of March.

On the ground floor and entering from McGill Street is a large auditorium, capable of seating 1,200 people, and the association will have the use of this once a month. Their big conventions will also be held there, if necessary. The entrance to the main offices will, however, be off Yonge Street.

Consider Fire Insurance Question

The Necessity for Careful Study of the Policy—The Co-Insurance Clause—Difficulties With Regard to Settlement—The Need for the Adjuster—Some Clauses for Retail Merchants.

Written for Canadian Grocer by H. S. EAYRS.

YOU can take a horse to the water, but you can't make him drink. You can talk adequate fire insurance to some businessmen until you are blue in the face, but you can't make them insure—not even if you are an insurance agent! There is no doubt that while fire insurance is pretty general it is still not universal, and it is very often most inadequate. There is altogether too much complacency about the matter. Many men go into relations with fire insurance companies like a bull goes for a five-barred gate. Sometimes the bull doesn't do anything but damage himself.

Financial men have been dinning it into our ears for many moons that Canada has an abnormal annual fire loss. The figures are astonishing. It has been stated by experts that they are higher in proportion than those of any other country. The fault is easy of discovery. Everybody blames his neighbor. It never occurs to him to blame himself. The majority of men take out a fire ininsurance policy and so long as they pay their premiums they sit tight and think they have done their duty. The idea that fire may visit their own particular store never occurs to them.

It is not the purpose of this article to deal with the retail dealer in his relation to the fire insurance company as a bird easy of plucking by a successful plucker. That fire insurance men are crooks is as ridiculous a supposition as it is unfair. But there are good and bad in every trade. To say that fire insurance men are all saints is just as foolish as to say they are all sinners. Nevertheless, there are those companies operating, from whom the retail merchant will be wise to keep away. There are tricksters that the retail merchant can't beat, no matter how he tries. Prevention is better than cure. With the best of companies the wise man will use all possible caution. And, indeed, the more cautious the man is the better pleased will be the company if it is a good one.

Study Your Policy.

The prime factor in getting a square deal over your fire insurance is to know your policy. It is a contract, by virtue of which the company agrees to pay a certain sum of money in case of fire, **providing that the conditions of the contract have been fully adhered to by the assured.** This means something more than mere prompt premium payments. Insurance men—like retail merchants—are not in business for their health. If they find themselves called upon to pay out a sum of money because of fire their first impulse is to see how small that sum can be made. It is human nature, as well as insurance nature.

The man who is going to take out an assurance policy should, first of all, be sure of the standing of the company which he has in mind. Some companies have lower rates than others. Usually this means that the protecting power of the company is not so good. Since the first objective of fire insurance so far as the insured is concerned is protection, he needs to be sure that his risk is covered by a good company. Get the agent to tell you the financial standing or,

Some men get their policy and are too busy to bother reading it. Later —they wish they had done so.

better still, show you the balance sheets of the company for whom he is acting. Be sure you are with a company which is strong financially. It may mean thousands of dollars to you.

It is most important that the man who insures should understand his policy. If you were going to buy a house you would peruse the deed to see if all was in order. Yet comparatively few men bother to do this in the case of an insurance policy.

All Policies Identical.

The retail dealer who is insured in more than one company should see to it that the conditions and particulars and descriptions should be identical in every policy. This has two advantages. First, if you should have a fire it will save a good deal of haggling and misunderstanding between the companies. Secondly, it will prevent any company from giving you a contract so worded that it is useful to the company itself, should anything happen. For instance, a clause that some companies are fond of inserting is to the effect that where additional insurance is carried the company should be bound by the policy most favorable to it, not necessarily its own policy. This obviously is a very good "way out" for the company.

Then, see to it that your policy has this clause, "Further insurance permitted," so that you are at liberty to insure when and with whom you will, in case of necessity, for additional insurance.

That Co-Insurance Clause.

A particular which very often results in disaster for a merchant is the insertion of the 80 per cent. co-insurance clause. Too much care cannot be taken by a person who wants fire insurance before he adopts this form. This is a contract by which the insured agrees to keep insured to the extent of at least 80 per cent. of the value of the property. If he fails to do so he himself must stand for any loss which would have been paid by the insurance he should have carried in excess of that which he actually did carry.

For example, if a retail merchant has a thousand dollars' worth of stock and insures it subject to this eighty per cent. clause, he is complying with the conditions. Later in the year his stock increases to $1,500, but somehow neglects—perhaps only for a day or two—to increase his insurance. Then the fire comes along. The loss and damage amount to $600. The insured, under the co-insurance clause, should have had insurance to the extent of eighty per cent. of $1,500, or $1,200 worth. Instead of that, he has only eighty per cent. of his original $1,000, which is $800. The insurance company, therefore, only pays eight-twelfths of the loss of $600, equaling $400. And the owner must stand the loss of the other four-twelfths of the $600 loss, which is $200, himself.

I hear from insurance experts that careful examination into the losses in which the co-insurance law applies justifies the statement that it is most unwise for the small man to have the co-insurance clause included in his policy. Keep away from it. Remember the words "co-insurance," and avoid them as you

would thin ice. They are thin ice. Put them up as a bogey, and leave them there. Sometimes they are a help, but only rarely. The risk is too great. The owner may only be delayed a day or two in getting extra insurance to meet that clause, and yet the fire may happen in that time. It is much better to have straight insurance and pay a little higher rate for it than pick up "co-insurance" from the bargain-counter only to find later that it was far more expensive in the ultimate casting-up of things.

Obviously the eighty per cent. co-insurance clause is a splendid thing if your property never burns up. In return for such a clause the insurance company makes the concession of a lower rate, so that the man who has the co-insurance clause is able to reflect that he is getting cheaper insurance than his neighbor who has not the co-insurance clause. But if he is getting cheaper insurance he is not getting the same protective power, as has been shown.

The insurance companies have two good lines of defence because of this clause. They can try to prove that the amount of the damage is less than the amount claimed by the assured; secondly, they can seek to prove that the value of the property before the fire was more than the assured had figured it, and hence—as we showed by an example above — that the latter was not insured for 80 per cent., and so did not comply.

Furthermore, not one insurance agent in twenty, nor one retail merchant in more than that, understands the co-insurance clause, and the wise man doesn't dabble in things he doesn't understand.

Stock and Property Separate.

Many men think that their insurance policy covers their property, stock and everything they have. Most companies insure stock separate from the property, such as fixtures and so forth. The assured should be careful to see that his policy or policies cover all his belongings. The co-insurance clause, for instance, treats each item separately. When the retailer describes his stock he should not say "stock consisting of," but "stock of merchandise consisting principally of," and in this clause should be included "supplies used in packing, shipping and delivering." No loop-hole should be left. Some insurance companies are adepts for discovering them for themselves, anyway.

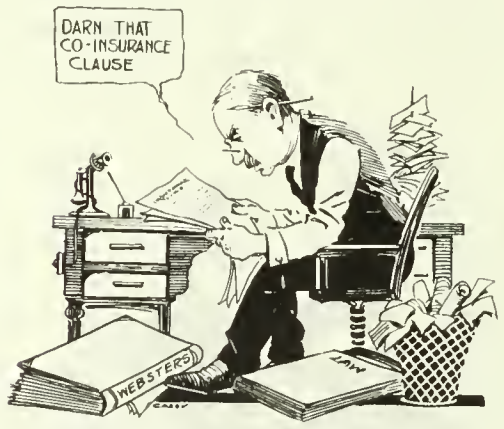
Get Hold of An Expert.

When trouble comes along it is natural for us to go to someone who can help. When you are ill you go to a doctor. If you have a fire, go to an insurance expert, an adjuster. This is a point which should be noted. In case of a fire it is a certainty that the insurance company concerned will hire adjusters, and at such a time an adjuster for the assured is a necessity. The inexpert retail merchant cannot hope to win out against a professional insurance man, and he will lose if he tries. It is worth while paying an adjuster his fee. That fee will probably be stiff, because adjusting is an expert's game, but it will be money well spent, for with the adjuster's help you will at least know that the information you give the insurance people will not be used against you. Don't try to do your own fighting with the company, if there is going to be a fight. Pay the adjuster to do the fighting. He is an old hand at the game, and he knows how to get under and over the adversary's guard.

"Specials" for Retail Merchants.

So far this article might have applied with equal suitability to any retailer, almost. There are, however, certain points of special importance for the retail grocer to remember.

(1) If a dealer keeps coal oil or lubricating oil for sale in any quantity exceeding five gallons, a special permit must be endorsed on that policy.



So says Mr. Merchant when the fire has come along, and he finds that he wasn't totally covered.

(2) Any quantity of gasoline and benzine kept on the premises must be so set forth in the policy.

(3) If any of the store furnishings such as cash register and so forth are held under lien or sale agreement, the policy must read "in the event of the property hereinbefore mentioned being held under royalty, lien, or sale agreement, this insurance shall be held to cover the vendor and vendee."

(4) The question of the dealer's title to the property or stock should be looked after. A clause should be included which will read, with regard to the property, "owned or held in trust," or "on consignment," or "sold but not delivered," or "for which he is not responsible," or "held under lien, sale or royalty agreements," according, of course, to the particular case.

COUPONS THAT PAY RAILWAY FARES.

New Scheme Launched By a Vancouver Concern.

Vancouver, B.C., Feb. 11.—A novel proposition has been launched here in which the retail merchants are interested. A concern known as the Canadian Travelscrip Company has been organized to promote a scheme which it is stated has for its purpose the bringing into the city of more people and therefore the increasing of the business of the merchants who are in it.

A synopsis of the project is given herewith:—

"The Canadian Travelscrip Company is a Vancouver firm, backed by Vancouver capital. The company has its head office at Suite 601, Northwest Trust Building on Richards street, and will operate throughout the entire Dominion, but will first inaugurate its service here and in other cities in British Columbia.

"Travelscrip is a form of coupon given to certain merchants to their customers on the basis of one mile of travel for every dollar spent with them in trade. It is issued in two denominations, representing purchases of twenty-five cents and one dollar, consequently any purchase of twenty-five cents or upward at a Travelscrip store entitles the customer to Travelscrip. This is then redeemed by the Canadian Travelscrip Company at its head office or any of its branches in passenger transportation by railroad or steamship over any line in the world.

"Special arrangements have also been made by which Travelscrip is redeemed in street car tickets over any city line of the B. C. Electric at the rate of 25 full-fare street car tickets for every fifty miles of Travelscrip presented at the offices of the Canadian Travelscrip Company.

"The merchants who are distributing Travelscrip give it to their patrons free in recognition for money spent with them in trade, and already, it is stated, people of Vancouver are insisting on getting it from the stores where they do their buying.

"All steamship and railway tickets issued for Travelscrip call for transportation on first-class trains and boats anywhere where regular lines of travel are operated.

"Transportation will also be supplied in lieu of Travelscrip over the New Westminster and other tramlines of the B.C. Electric in this province."

The Two Barkers, Limited, St. John, N.B., grocers and provision dealers, sustained a fire loss in their Amherst branch.

A Successful Lenten Campaign

Lines That the Jepson Store Decided Upon as Substitutes for Meats—Description of a Fine Selling Window Trim—It Was Made An Actual Sales Creator by the Attractive Way it Was Put Together—The Style of Advertising Used.

Written for Canadian Grocer by HENRY WILLIAMS.

LENT was only a few days distant. Thos. Jepson guessed aright when he decided in his own mind that his new head salesman—Haslam—would turn his attention to fish and other lines appropriate to that season. In former years fish had been slower than a nigger's funeral, even during what should have been the best selling seasons, and the proprietor was anxious to see what could be done if such business were enthusiastically gone after.

"There are lines of foods which the average grocer never imagines are good Lenten sellers," perused Haslam. "I must feature these to the limit and have a better assortment than any other store in the city." So he took out his pad and surveyed the shelves. Here was what the sheet contained: Fish: canned salmon, sardines, herring, mackerel, haddies, flaked fish, etc.; baked beans; cheese; eggs; corn and cane syrups, maple syrup and pancake flour; canned tomatoes, corn and peas; confectionery and fancy biscuits; preserved fruits; macaroni and rice.

A Selling Window.

The window display which appeared in Jepson's store the following week was an extraordinary seller. It drew the people towards it like a magnet drawing nails. A large display card appeared at the rear with the two words: "LENTEN SUGGESTIONS," and people certainly secured suggestions that had never been presented to them before. Pyramids of various canned fish, vegetables and baked beans were built up in semi-circular fashion from one front corner of the window to the other. They gave one the impression of mountain ranges of canned goods, with the tallest peak in the centre made of canned tomatoes, with the red tomato on the label turned outwards. Next to that was a knoll of canned salmon on the one side and canned peas on the other. Other peaks consisted of corn, canned herring, sardines, baked beans, haddies, beets, carrots, etc. No two mountains were alike in height. A diameter to this semi-circle was made close up to the plate glass. This consisted of cans of corn and cane syrups, artistically arranged in zig-zag form. Inside this line were three or four displays of macaroni constructed in the same way as railroad men pile up railway ties. The corner of each pile was turned outwards. Back of that were three dishes, or more properly baking pans, with three different grades of rice, with price tickets on them. In anticipation of Shrove Tuesday there was a neat arrangement of packages of pancake flour so placed that there was a "courtyard" in the centre of them. Inside this courtyard were three bottles of maple syrup. A piece of plate glass was placed over the top of them, and another bottle on top of that again.

Still farther to the rear and under the shadow of the tallest peak of canned goods were two cheeses, one flat and the other resting on it on the curve side. A touch of the farm was given to the trim by the placing of two nests of straw in a couple of packing boxes and filling them with clean new-laid eggs. These were placed, one on either side of the window, just inside

(Con. on P. 34.)

Nutritious Lenten Dishes

THOSE who abstain from eating meats on fast days during Lent are looking for wholesome foods to take their place. We have just gone over our stock and selected a number of lines which we can offer as the very best of substitutes. Our window is dressed with a selection which you will agree is worthy of your closest inspection. Include some of the following in your next order:

FISH—The old reliable Lenten food—tasty and nutritious. A new supply just in. Make your next dinner out of herring, halibut, salmon or finnan haddie. Per pound, ..c up to ..c.

CANNED SALMON—One of the most nourishing of all fish foods; can be served in many tasty ways. Small tins ..c, large tin ..c.

BAKED BEANS—No better substitute for meat. Place the can in boiling water for a few minutes and you have a deliciously warm, wholesome food. Per tin, ..c, ..c, and ..c.

CANNED VEGETABLES—It's a long way to harvest time and new Canadian vegetables. Vegetables in tins are canned when fresh and our good quality brands retain their fresh field flavor. Tomatoes, corn or peas—any one of them makes a fine meal when heated. Per tins, ..c.

MACARONI—This food is made entirely from wheat—what better recommendation could it possess as a food of high value? Boiled alone or with cheese, it is a wholesome dish. Can be served in many other ways. Try a package. Per lb, ..c.

RICE—There is no more nutritious dessert on the market than Rice. In fact, it is a staple food of more than half the population of the globe. Eat rice during Lent and plenty of it. Per pound, ..c, ..c, and ..c.

REMEMBER PANCAKE TUESDAY

Don't forget to celebrate the old custom of having pancakes on Shrove Tuesday—the day before Lent. If you buy Blank Brand Pancake Flour you will be sure to have most delicious pancakes for the occasion. Order a package and a quart bottle of our fine PURE Maple Syrup. Pancake Flour is ..c per package, and Maple Syrup ..c per quart bottle.

For pre-Lenten social events fancy biscuits, confectionery and other dainties are in order. Give us an opportunity to show you our assortments.

THOMAS JEPSON

87 Bradley St. **Phone 111**

Lent begins on Ash Wednesday, Feb. 17. Above is a newspaper advertising suggestion that retailers are at liberty to use in their local paper.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec. Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

Subscription: Canada, $2.00; United States, $2.50.
Great Britain and Colonies, 8s. 6d. **Elsewhere, 12s.**

PUBLISHED EVERY FRIDAY.

TORONTO, FEBRUARY 12, 1915

1915 *RESOLUTIONS OF A. LIVE WIRE.*

I will try to collect my accounts rather than wail against the wholesaler who tries to do the same thing. We both need the money. He is doing business closer; I will do the same thing—and my customers MUST fall in line. This financial tightness must affect the individuals before there is a recovery and when it touches individuals it is my particular concern.—A. L. W.

Wavering on the Tea Tax.

IN referring to the presentation of the budget by Finance Minister White and the postponement of it until some time this week or next, an Ottawa despatch says:

SPLIT OVER TEA TAX.

One of the points of difference between members of the Government is said to relate to the proposed duty on tea. A section of the cabinet is said to have opposed any tax on tea at the war session last August and to be still averse to placing any burden upon an import of a commodity of such universal consumption. A compromise may be reached by substituting ad valorem for specific duties, thus making the duty lower on the cheaper grades of tea.

Canadian Grocer took the stand some weeks ago that there should be no war tax on tea, because of the fact that it was the national beverage of the poor people, and because if there should be a tax, the retailer would have to make the explanations. A copy of our article at that time was sent to practically every member of the Federal Cabinet, and the above despatch indicates that a number of them have seen the justice of it. It is to be sincerely hoped that the powers have been prevailed upon to bring down the budget without the tea tax. Apart from the reasons already mentioned, the retailer must see that if there is a tax of 5 or 10 cents on tea he can only advance his price that much to the consumer and his profit percentage suffers—he will have to make a bigger investment for the same gross margin. This applies particularly to sales of packet teas where the blends are standardized.

We believe that had the retail organizations made a strong endeavor to protect the masses against another rise in tea and urged that such things as theatre tickets and other luxuries be taxed, the government would not have turned a deaf ear to them. However, we shall soon see what's what, as the budget will likely be presented shortly after this issue reaches our readers, if not before.

What "Hard Times" Talk Does

"TALKING about a financial depression, brings one about as quickly as anything else," remarked a business man the other day to the writer.

How true that is!

"I remember," he added "that back in 1907 when the last depression was just in its infancy we had a case in point. One of our accounts located away up in Ontario several miles from a railway station whom we had billed as usual, wrote to say that owing to the financial depression he would like a little more time to pay his bill. At the time there was just a mere talk that one was on the way. He had seen this in one of the newspapers and used it as an excuse to hold back his payments."

Here is something about which the trade should be very careful. There is altogether too much talk about hard times. The effect this has on the farming community is sometimes magical. Farmers and others too frequently plead poverty without cause, simply because they are pretty sure they will be believed when everyone is talking hard times.

This story is told of a farmer and vouched for as absolutely authentic. He asked his local merchant whom he owed an account of $50 or more for the loan of $27. The man was a bit slow but nevertheless was a good account and the merchant gave him the loan. A day or two later by accident he learned

from the local banker that the farmer in question had deposited $100 the previous Saturday. This naturally made him suspicious and he took the matter up with the farmer next time he came to the store. The confession was eventually wrung from the customer that he needed just the $27 to make the bank deposit an even hundred.

During the present crisis every retailer should make it a point not only to go after the farmer's business strenuously, but to insist to the very limit that he pays his bills promptly. The farmer has the money to-day and there is no reason why he should not pay his accounts promptly.

Local Merchants Versus M. O. H.

FROM all parts of Ontario come complaints of the mail order houses gobbling the business that ought by rights to go to the local merchants, and in most cases the local merchants are to blame to some extent at least, states an Ontario weekly paper. The mail order houses have the science of advertising down fine and are not afraid of spending money on printer's ink. When the local merchant thinks to save a few dollars by dropping his advertisement out of the local paper that is the time the mail order houses get in their fine work with "bargains" for last-day shoppers.

During dull times the local merchants cut their space down or drop their ads., but not so with mail order houses, they flood the mails with catalogues, offering alleged bargains to clear off surplus stocks, and they double up on advertising and the highly paid ad.-writers eclipse their former efforts to catch the nimble dollar. It is a case of making the public think they are getting something for nothing and that seems just the thing bargain-hunters feed upon and so they send their orders to the city often in the mistaken idea they have saved some money.

People forget that the big city mail order houses cannot give goods away below cost any more than can the local merchant, and that with a big salary list, a high rental, a high tax bill and other city expenses it is not likely that goods can be sold at less than cost.

War and the Trade Paper

THE Financial Post has been running a series of articles with the object of interesting the Dominion Government in taking more comprehensive steps for the securing of war contracts for Canadian firms. In a recent article The Post says: Within a week after war broke out, a meeting of trade paper editors was called in London and their views as experts on business were published in the British papers to reassure the nation as to the stability of business. The Board of Trade called in consultation some of the leading editors. Lloyd George asked Sir George Paish, the editor of The Statist, a weekly commercial and financial paper, for advice in the emergency and eventually insisted upon him giving his whole time, until the war should be over, to the service of the Government as technical financial adviser, and the splendid way in which Britain has met the emergency has been due to this trade paper editor more than to any other factor, as was pointed out by J. W. Flavelle in an address a short time ago.

In the States, too, since the present emergency arose, the editors of the leading trade papers have been called to discuss conditions with the President and members of his Cabinet, but particularly with their Minister of Trade.

These class paper editors are the specialists in journalism. Their opinions are unbiased. They have no personal interests to serve. Their success depends upon how well they serve their readers as a whole. Any preference for any firm or clique would be fatal to the paper. They are constantly called upon by the courts for expert evidence in complicated cases. Occasionally they are consulted privately by judges desiring information to guide them in coming to a decision in business or technical cases. Of course these are mere incidents in the work of these journalists. Their chief object is to give the news of the particular trade or industry in which their readers are interested, news for which general, daily and weekly newspapers with their space crowded with war, crime, baseball or society news cannot afford space.

Business Re-organizing

ACCORDING to a financial paper some of Canada's industrial institutions have felt the pulse of easier money. From the centres of wealth in the United States enquiries are being made with a view to the investment of money. The bears of some years on the south side of the line now see for the next few years a period of prosperity. They base their hopes upon the abundance of easy money. This they believe will stimulate industry. That easier money is finding its way into Canada. Already it has sought somewhat vigorously our high-class securities, and now it is looking for employment in other lines where the returns are higher. The evidence of this movement is not yet very pronounced, but it is to be found.

All the reports of the financial organizations are of a very optimistic character. Bank presidents and directors are especially so. There is more activity in the stock markets, and security houses are more optimistic generally. Many industries are beginning to take back their men. A pedlar of tea, from house to house, who has a good reputation, says he did a good business in January because many of his customers were getting back to work. Unquestionably the business of the country is being reorganized, and for that purpose "our house has been set in order."

Stocks in wholesale houses are lower, and those in retail stores also. At some of the largest jobbing centres stocks are said to be only 50 per cent. of normal. This condition cannot remain as it is. Meanwhile the people are continuing to avoid incurring liability, and have very appreciably lowered that which accumulated during the years of abnormal expansion.

We can look forward, therefore, to a steady improvement, which will become quicker as a new crop season approaches. For the moment uncertainty as to tariff is acting as a deterrent to business, and is the cause of some speculative buying of commodities.

A GOOD PERCENTAGE of the eighty million dollars distributed in Canada for war supplies will find its way to the retail stores.

• • •

LONDON FINANCIAL CIRCLES now are looking for a collapse of Germany in a few months. The earlier fear of several years' duration finds little credence now. This all helps business.

Effects of Quantity Displays

Quebec Dealer Tells How He Has Increased Demand for Olives by Presenting His Customers With a Large Assortment—Began Selling Olive Oil by Displaying it on Small Table—Induces Patrons to Buy More Than One Jar of Marmalade and Jam.

Written by J. E. GROULX, Outremont, Que., for Canadian Grocer.

AFTER doing business in Outremont for a year and a half, I discovered there were people in town who ate olives and used olive oil on their salads. It was a very agreeable discovery. But I went slow at first, buying only by the dozen. Soon it was brought home to me that the bigger the assortment I had the bigger the sales. Now I buy olives ten cases at a time, and these only last a couple of months. have built up this olive trade in one year.

This is why a good assortment pays. People came into my store, were attracted by the olive display, and asked regarding prices. There is one thing I don't mind doing—handing bottles down for customers. People who eat olives are mesmerized by a big assortment. At first they don't know which to take, but they are sure to buy. I remember one man in particular; he could not decide, so took several bottles. New business is usually built up by selling small bottles to begin with. When people have acquired the taste, they come for larger bottles.

View of the shelving and bin fixtures in the store of J. E. Groulx, Outremont, Que.

Table Trim of Olive Oil.

The same with olive oil. I was selling none. A start was made with a special brand, which I displayed on a table in the store. It was springtime, when people were eating lettuce and tomatoes. The olive oil looked good, and that first table display laid the foundation for a very profitable business. Of course, much depends upon the locality. I know places where you could not sell a quart bottle on a bet, whereas here I find no difficulty in getting a dollar per bottle.

That idea of selling several bottles where a customer has difficulty in deciding on a particular brand, will often work out in the case of jam. I fill my shelves across the counter where the customer stands with six different makes of jam and marmalade. There are also potted meats, and further along are the olives and olive oil, three tiers on each shelf, giving the impression of much jam and marmalade. It is very tempting. These jars sell themselves. Out of about sixty cases I have disposed of more than half since September. And this is only a medium corner grocery.

It is an easy thing to hand those jams down. Several times I have sold three or four jars of different makes because they all looked good to the customer. The shelves are filled every morning.

MARKING A CHEQUE "IN FULL SETTLEMENT."

THE opinion is widely entertained in trade circles that when a cheque is marked "In full settlement" by the drawer it cannot be retained and treated as a payment on account. A case recently tried in the City of London Court serves, says the Draper's Record, as a reminder that this doctrine must not be accepted without qualification. The plaintiff kept the cheque so marked and subsequently sued his debtor for the balance of the account. The court held that he was within his rights in so doing. It is, therefore, clear that the mere endorsement of the cheque is not to be interpreted as meaning that the recipient agrees to the special condition set out on the face of it. At the same time it may be presumptive evidence of an agreed settlement. Each case will have to be determined on the facts.

Probably the most satisfactory course to pursue in such circumstances would be to send the cheque back, declining to accept it in settlement. No misunderstanding could then occur, but, as the judge pointed out, it might result in the creditor being kept out of his money for several months. The subject is not free from difficulty, but commercial sentiment generally would be opposed to accepting a cheque so marked and then repudiating the condition. This, of course, is not to say that circumstances could never justify such conduct.

THE MARKETS ARE VALUABLE.

MacLean Publishing Co.,

Dear Sirs,—Please find enclosed express order for $2 subscription for Canadian Grocer for 1915. I value the paper very much as giving the markets up to date.

I like to get it on Friday, as it gives me butter and egg market for Saturday, as I buy a good quautity.

ROB ROBERTSON,
Shanty Bay, Ont.

J. E. Hunsicker, wholesale flour merchant, Coristine Building, Montreal, has been on the sick list for several days.

The Outspoken Customer

Receipt of Stale Goods by a New Customer Caused Outburst Against the Grocer—Care Needed to Prevent Customers Becoming Dissatisfied.

By E. A. HUGHES.

MR. ABLE rubbed his hands. Apparently he was pleased. He turned to Judkins, his clerk, and said: "That woman ought to be a good customer, Judkins."

"Yes," answered Judkins, "she ought. The thing to do now we have got a customer is to keep her."

The woman they referred to had just left the store after giving an order which amounted in value to $5.

Mr. Able rubbed his hands some more. "You see, Judkins, she is a woman who has taken that big house on Cedar Street. They have a big family, and they do quite a lot of entertaining, I am told." So Mr. Able went home happy that night.

When he came down next day he paused on the threshold of his store. Some one was raising Cain—whatever that is. Mr. Able was surprised to see that of all people it was his customer of the previous day, Mrs. Barnes. She was uttering diatribes against grocers in general, and Mr. Able in particular, with an eloquence that would not have disgraced a suffragette meeting.

"And, see here, young man, when I order tea I expect tea. I don't expect something that might pass for mummy dust."

"But, Mrs. Barnes—"said Judkins.

"No, sir, as I was saying, I do NOT expect mummy dust. The tea that you sent me was not bought this year, no, nor last."

At this moment Mr. Able entered the store.

"Good morning, Mrs. Barnes," he murmured sweetly, "it's a nice morning."

"It IS a nice morning, Mr. Able, but that doesn't alter the fact that the tea you sent me wasn't worth drinking."

"Wasn't worth drinking, Mrs. Barnes?"

"No, sir; wasn't worth drinking," burst in the good woman. "And as for those pickles, why, those weren't pickles; they were getting along to the fossil stage. There wasn't enough vinegar for them to swim in. Of course, that was only to be expected when the cork had rotted to about half its usual size, and—"

"But, Mrs. Barnes—" murmured the grocer.

"Then you take that breakfast food," said the irate lady. "At least it was to have been breakfast food, but my husband said it resembled dried tobacco. How long it had been on your shelves goodness only knows. As for—"

"But, Mrs. Barnes"—Mr. Able again tried to get in, but found the house full.

"Then there was that cooked meat. I put it on the table for lunch, but my husband complained of some unusual aroma and suggested I give it to the dog. But I had too much regard for the dog. Then, again—"

"But, Mrs. Barnes"—Mr. Able's voice was now very soft and insinuating. He was tired of the war. He wanted peace at any price.

"And I might suggest, Mr. Able, that you occasionally remove the dust from the top of your salmon tins, and also that when you want to get rid of old stuff you might paste a new label over the discolored one. Good morning—"

"But, Mrs. Barnes"—Mr. Able threw himself once more into the breach.

"I said good morning, Mr. Able," and the woman went out of the store.

Mr. Able watched the door close; then he gave vent to his feelings. The writer doesn't apologise for not printing what he said. The editor wouldn't allow it. Bye-and-bye Mr. Able slowed down.

A traveler from a wholesale grocer came into the store.

"Good morning, Mr. Able, how are the pickles? And I guess your stock of tea is running low," he said.

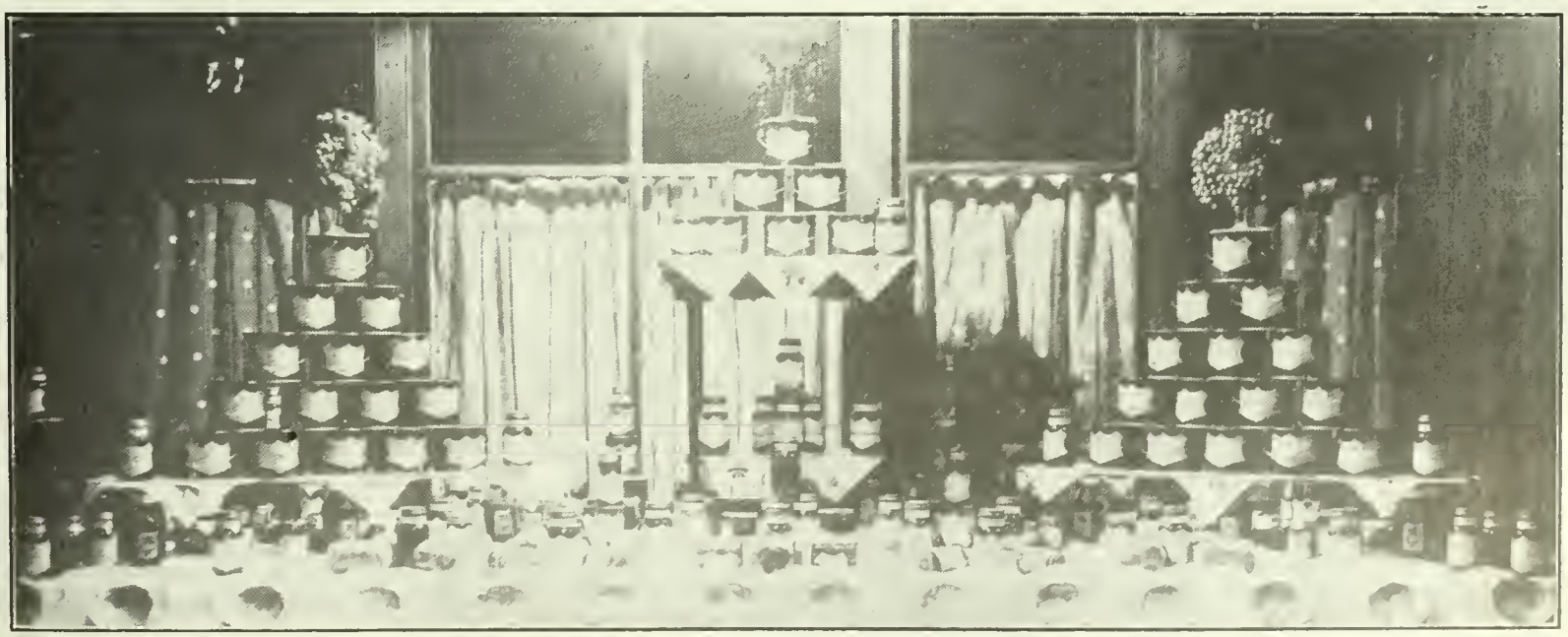
Mr. Able looked at the traveler once. Then he caught sight of Judkins, the clerk. "Do we want any pickles, Judkins?"

"Yes, Mr. Able, we do, but if I were you I'd order a dozen bottles instead of three dozen. Then with ordinary luck the customer who gets the last bottle will find that the pickles have enough vinegar to swim in." And Judkins smiled to himself.

* * *

Judkins went home in the street car, and, like a wise clerk, took out his copy of "Canadian Grocer." He came to the series on "Why Retailers Fail." "I know one retailer who's going to fail if he doesn't look out, and I know the reason," he said to himself. And he went on reading.

Bye-and-bye he looked up from his paper. "She certainly handed it to the boss," he said.



An exceedingly neat looking window display of jams, marmalades and preserved fruits that will be appropriate now.

Why Sugar Has Advanced

Rose in New York $1.05 Cwt. in Two Weeks, Whereas in Canada the Advance Was But 50c—Scarcity of Freight Bottoms One of the Chief Reasons — Rains in Cuba Lower Production Estimates.

BETWEEN Wednesday of last week and Monday of this, sugar on the Canadian market has advanced no less than 50 cents per cwt. This was somewhat surprising to many who scarcely looked for so many advances in so short a time and of such proportions. It reminded one of the crazy flurry that followed the outbreak of war last August and September.

Sugar on the Montreal market to-day is $6.81, as compared with $4.25 a year ago. Of course, it should be understood that 70 cents of the $6.81 is war tax, and, therefore, purely local.

A combination of causes forced up the market during the past week. Probably the most important one was the rapid advance in freight rates between Cuba and America. This was in turn caused by the demand for freight vessels from the British Government, which has caused a great scarcity of transportation facilities except at exceedingly high prices. In normal times the freight rates are around 8 cents per hundred, but now they are more than 30c, or an advance of 24 cents on the hundred on the transportation of the raw sugar.

Just when this situation will be relieved is purely speculation, and in the meantime there will be considerable gambling done by the speculator. This competition for ocean-going bottoms is keen, particularly as Great Britain is engaged in a life-and-death struggle, and is prepared to go to the limit to get what she wants.

Then, again, the making of the Cuban crop has been deluged by heavy rains, which have occurred frequently, and which have caused a considerable reduction in the original crop estimates. Since the middle of January the reduction in estimates has been more than 100,000 tons. When New York buyers discovered that Britain had under contract so many transport vessels, they woke up and got into the market. At the same time the country woke up to the fact that there were going to be higher prices, and as usual when advances are anticipated everybody wanted to buy.

The result was that in two weeks' time refined sugar on the New York market went up from $4.95 to $6, an advance of $1.05. During the same period sugar in Canada only rose 50 cents, so that we may see still further rises here.

One thing is sure, and that is, that the commercial world will not buy more sugar than for commercial needs, and the speculator may sooner or later overreach himself. The advances so far in Canada have nothing to do apparently with the tariff.

The Nineteen Fifteen Store

The Rapid Advance Made in Merchandising in Past Half Century — Civility to Visitors, Lookers and Purchasers — The Importance of Personality.

By JOHN WANAMAKER.

THE stores of fifty years ago, compared with the stores of to-day, look like little candles compared with the present 500-watt tungsten lamp. In the best type of the modern store the floors are all level from street to street. There are not crowded aisles. There is abundant light everywhere. The ventilation is perfect. A complete stock of merchandise is kept up the year around.

Safety first, no matter what the expense, is the daily duty a store holds to its ever-increasing patrons. As yet nobody has said that we have made a mistake in providing comfort and securities for the safety of our customers.

Politeness Is Natural.

It will naturally follow that no one connected with a store will be lacking in politeness to the visitors, lookers and purchasers, who care for civility but not for familiarity. No matter how many advantages we have to offer in our continually fresh-reinforced stocks of merchandise, and however carefully it is priced at attractive and just prices, nothing is so much appreciated as prompt, quick and good service at every counter and corner of the store.

Few persons understand that there are "seconds" in almost every class of goods, that cost the dealer less, and should be sold to the consumer at a lower price, but are frequently palmed off on customers at the top price, or, what is worse, the goods are advertised as the standard goods selling at an off-price, when the price charged is what the same goods are sold at by reputable houses.

It is hardly to be expected that all customers know the tricks of the trade; nor can they know the actual values. Therefore, it is well worth while to try to ascertain facts and compared merchandise. With few exceptions goods can be sent home from more than one store, and this house was the first to accept returns of purchases not wanted by buyers. The only business that will satisfy us is that which is genuinely right and gives full value for money paid.

From the first letter of the alphabet to the last a store must make good in the character of the advertising. In shaking an apple tree the first to fall are the rotten apples. To shake a store by its own advertising pole will often reveal its fictitious claims.

It is always difficult to get definite facts on any subject. It is certainly important that everything put into type be accurate. Advertisements must be news of fresh goods. They must be printed in good English, must be devoid of mis-statements, must convey information to clerks and customers, must offer fair service, and must tell of just prices.

From every room under the vast roof we have barred out—deception, dishonesties, delusive statements, disguised goods, and pilfering prices. Our store will play fair or not at all.

To be personally "on the job" as President Wilson says is the fundamental law of all successful storekeeping. Business is not a matter af machinery. It is not a great granite building. It is not iron and steel and rock: It is the human force that is in it. It is the man.

Proper Lighting of Show-cases

These Should be Interior Show Windows—View of Contents Must Not be Obstructed—A Good Type of Reflector—Do Not be Niggardly.

By A. J. Edgell.

PROPER lighting of the store interior does not end with the installing of correct lighting fixtures in the ceiling for the general illumination of the store.

A well-lighted show-case is as attractive an object in the store interior as a brightly illuminated window is to the outside.

So far as lighting is concerned, probably the most abused selling privilege is that which lies in show-cases. Cases costing $4 per foot, more or less, are sold to the merchant in the first place because they will enhance the appearance of his store and fill the role of silent salesmen. Much talk is made about the great amount of merchandise these beautiful show-cases will sell. The possibility of doing this is there, and the well-lighted show-case with properly displayed goods will pay for itself over and over.

Storage for Surplus Stock.

How does the average merchant utilize the opportunity? Many times after the novelty has passed the show-cases are used as storage places for surplus stock. The lights are seldom turned on and the beautiful show-case is doing work for the merchant that a fixture costing one-fourth as much would do, and better. Sometimes the case is used for the display of merchandise as originally intended; but the lights are used only on special occasions.

The Lights Turned Off.

Not infrequently the cases are removed from one section to another, the lighting wires severed and never re-connected in the new location.

Because of these things, what originally were intended as interior show-windows are as much use in this respect as the show-window whose owner counts on the light from the street lamp on the corner to illuminate his displays.

Show-cases should be interior show-windows, rows of them forming streets in the store interior, selling their contents to the shopper as do the show-windows. They should never be used as storage places any more than show-windows should, and during all the hours when shopping is done, should be lighted in order to create sales, assist the customer in making a choice and aid the salesmen in interesting the customer in his goods.

The merchant who owns a small specialty shop, in the high-rent district, where he is required to do business on the intensive plan and make quick turnovers, will generally be found making excellent use of his show-cases.

It sometimes happens that show-cases through an oversight are not equipped for lighting. That need not cause any hesitation on the part of the merchant who wishes to avail himself of every opportunity he has. The cost of installing show-case lighting equipment is not great enough to be considered in view of the increased selling efficiency of the lighted case.

Light From Top and Front.

As in all store lighting, there are several good and many bad ways of lighting show-cases. The same principles apply as in show-window lighting: the light should come from the top and front of the case, the light source itself being concealed from the customer's eye. In addition, good show-case lighting requires that the lighting equipment obstruct, as little as possible, the view of the contents of the case, and care must be taken that the lamps installed do not make the case excessively hot. Many show-cases, because of an endeavor to make them dust-proof, have little or no means of ventilation, so the question of the amount of heat generated is of importance if cracked tops or sides are to be avoided. Under no circumstances should a show-case have large unshaded lamps either along the top, front edge or down the side. The former is dangerous and the latter bad lighting practice.

A Tubular Lamp.

A special type of Mazda lamp is made for show-case lighting. Instead of being pear-shaped, this special lamp is made tubular and is about twelve inches long and less than one inch in thickness.

The filament, as the part which "burns" is called, extends from end to end in an unbroken line and so gives a line of light.

Special reflectors are made for use with lamps of this type. These are shaped like the trough reflectors used for window lighting, and are in extensive use, as they light the cases effectively, and being compact, fit into the angle made by the intersection of the top and front and do not materially obstruct the view of the merchandise.

Good Type of Reflector.

Another type of reflector that is meeting with much favor has recently been placed on the market. This is made of one piece of blown glass with pure silver reflecting surface, and is used with a round candlebra Mazda lamp. This reflector is also very compact and the wiring which connects the reflectors is enclosed in pipe of very small diameter. Wall cases and cases on the store exterior bulletin boards with the store's ad, and various other places will be made to do their work better if lighted in either of the ways mentioned.

True economy in store lighting means getting the greatest benefit from the current consumed. If the newest types of Mazda lamps are used and the installation has been planned by an expert, every dollar's worth of current burned will give full value as a sales-help.

It is an excellent plan to see that the lights in unfrequented sections such as stock-rooms and large floor areas where few customers go, are not burned needlessly.

"Save the Juice."

"Juice" is the word by which electric current is known among electric workmen, and one large electrical concern has hanging from each lamp a card, saying, "Save the juice, Save the juice, turn off this light when not in use." The desire to prevent waste of current is apparent all through the electrical industry and the constant endeavor is to give better service at less current consumption. The idea of a few years ago, that a central station, as the light power company is called, rejoiced at the big light bills has been dispelled.

The lighting company desires that the merchant get full lighting value for all the current consumed and is willing to assist him in eliminating waste. It is interesting to note that while the cost of all other necessities has steadily increased, electric lighting has steadily grown cheaper.

Because of this fact the turning out of lights in the little-used sections of the store in itself will not make a material saving, but as the burning of these lights is a waste, the waste should be eliminated.

The attempts to economize in the busy sections of the store is quite a different matter.

(Continued on page 32.)

Retailers' Problems Discussed

Market Operation to be Investigated—Bread Manufacturers Scored for Cutting Profits of the Dealer—Following Budget Closely—Flour Branding Act in a Muddle—The Time to Advance Prices.

TORONTO, Feb. 11.—(Special).—The present methods upon which the St. Lawrence Market is conducted formed one of the subjects discussed at the meeting of the Toronto Grocers' Section of the Retail Merchants' Association at its regular meeting Monday night. Chairman Neil Carmichael presided.

W. J. Parks asked if it was true that the market was used by hucksters and not farmers. If so, why should the retailers help to maintain the market for the benefit of these hucksters, who compete with the retailers and yet pay nothing for the upkeep of the market, and frequently little or no taxes for the maintenance of the city. The discussion drew out many expressions of opinion and eventually on motion of D. W. Clark and Robt. Dawson, it was decided to appoint a committee to wait npon the property commissioner to discuss the whole market question and to determine just where farmers, hucksters and retailers stand. This committee is composed of Chairman Carmichael, W. J. Parks, Samuel Bone and Provincial Secretary E. M. Trowern.

The bread question was another upon which many of the grocers ventilated their views. The association is indignant over the methods of some of the large bread manufacturers who advanced their prices to the retailer and not to the consumer, therefore making the retailer bear the burden of the advance and cutting down his profits considerably. F. C. Higgins condemned strongly the actions of any manufacturers who who did this upon such a basis. The principle was entirely wrong, he claimed, and the retailers should allow no manufacturers to ride rough-shod over them, and attempt to compel them to do business at less than cost. "The manufacturers," he added, "were making no advance to the consumer, but they ask the retailers to bear the entire loss. Every retailer should get fair and square profits on every line he handles, and should endeavor to cut out those men who do not give us a fair and square deal." On the motion of Mr. Higgins and D. Nicolson, a resolution was passed condemning in strong terms the action of certain bread manufacturers for advancing their prices to the retailers and keeping them the same to the consumer. The resolution intimated that this transaction was certainly an unwarranted affront to intelligent business men.

May Consider Budget.

It may be that when Finance Minister White brings down the Budget towards the end of the week or the first of next the retailers will hold a special meeting to consider the matter. They are expecting several war taxes on foodstuffs. One of them asked, in case there is a war tax on a certain line of goods—with the retail price to the consumer marked on it —have the retailers the right to use a rubber stamp and stickers changing the price. Provincial Secretary Trowern gave it as his opinion that this would come within the rights of any retailer, so long as the article was not sold at a fixed contract price to the consumer. No manufacturer, he said, could register a price with the Federal Government. They of course, register a trade mark but not a price. He deplored the practice of many manufacturers of putting up prices to the retailers by narrow margins, and hoped that when the Budget was announced prices on foodstuffs would be advanced to such an extent that the retailer could also advance his prices to the same extent.

When there is an advance, for instance, of only a cent a pound on many articles, it was impossible for the retailer to advance his price, particularly if the article were in the first place sold at a popular price—5c or a multiple of 5. The general opinion of the meeting was that a small tax on any foodstuff would be most unfair to the retailer. S. Bone contended that the retailers should not be called upon to pay other peoples war taxes. A resolution was forwarded to the Federal Government contending that if any measure was adopted to increase the revenue, that the duty be so arranged that the burden would be born equally by all, and that the interests of the retail merchants would be safeguarded against special or unfair taxation. This resolution was moved by S. Bone and Donald McLean.

Act re Flour Branding.

E. M. Trowern who visited Ottawa since the last meeting, told of his interview with the Federal authorities with reference to the amendment to the Sale and Inspection Act, referring to the branding of flour and cereals. This has already been referred to in Canadian Grocer. Mr. Trowern pointed out things are in such a state now that even the Government officials do not know where they are at, and at the present time the retailer does not come under the act.

Prices on various lines were discussed and it was recommended that the retailer should advance his prices just as soon as the wholesalers when the Budget is brought down. This was unanimously endorsed. It was felt that if this was not done, it would be difficult to raise prices later on, in order to maintain proper profits.

While discussing the business tax problem Mr. Trowern pointed out that retailers should not pay business tax on living rooms above their stores. This was new to several of the members and they went home that night resolved to look into this matter of their business tax at once. The business tax should only be paid 2-3 of the value of the premises, when there are living rooms above the store.

PROPER LIGHTING OF SHOW-CASES.

(Continued from page 31.)

Nearly every one has experienced the temporary semi-blindness that comes from stepping from the bright daylight of the street into a dark store. For several minutes, until the eye adjusts itself to the comparative darkness, the view of the interior of the store is very hazy. Even in some large department stores the sections of the store near the street are in semi-darkness at noon day.

This condition is most likely to exist on those days of the week on which business is dullest. A mistaken idea of economy impels the floor manager to turn out many of the lights.

The floor-manager who goes about turning out lights would not think of furnishing newspaper to the salespeople to wrap the customers' purchases in, but he would hurt the store's business no more by doing this than he does by giving the "hard up" appearance that comes from semi darkness. Every customer who enters knows the reason for the darkness is the desire to economize. That would not matter if she felt that the economy would benefit her, but she doesn't. She thinks the store is niggardly and hastens to the store where bright lights give an air of prosperity.

The Clerks' Page

THE ENCYCLOPEDIA

The Artiehoke is a plant somewhat resembling the thistle. It is cultivated for its flowering head, gathered before the flower expands. The edible portion is the fleshy part of the calyx—the "bottom" or basin of the blossom—and the base of the leaves of the flower. The flesh corresponds to what children call the "cheese" of the ordinary thistle. As eaten here. it is generally boiled before serving. but in Europe it is popular raw. seasoned only with salt and pepper.

If cut so as to leave an inch or two of stem. artichokes possess good keeping qualities. frequently remaining quite fresh for two weeks or longer under average retail conditions.

Canned artichokes. principally the fonds or "bottoms" only. are imported from Italy and Franee. The small artichoke buds are used chiefly for garnishing.

The Jerusalem artichoke is an entirely different plant.

RAREBIT.

Welsh Rabbit or "Rarebit" is made of dry cheese, melted with a little old ale and poured over slices of hot buttered toast. Seasoning and other ingredients, as sauees. etc., are added according to individual taste.

Many argumentative wars have been waged on the question of whether "rabbit" or "rarebit" is the correct word. Modern dictionaries give the preference to the former, but "rarebit" still has a great many energetie defenders. The term is probably a joeular hit at the Welsh. as in New England a salt eod is styled as a poor man's "turkey."

THE ASPARAGUS VEGETABLE.

The Asparagus. which was a favorite vegetable of the ancient Romans, is a native of Europe. In this country, only the "spears" are eaten, but in other parts of the world the seeds have been largely used for coffee—they are still recommended for that purpose in some parts of Europe—and a fermented spirit is made from the berries.

An asparagus bed will continue to produce for a century, but it is at its best between the third and sixth years. Its commercial productivity is generally limited to fifteen years, as the stalks become smaller and less desirable with age unless fertilization is very heavy. The roots are buried from four to ten inches below the level and the sprouts or spears are cut as soon as they reach the surface or a few inches above it and are then tied in bunches for the market.

The extension of cultivation has resulted in changing asparagus from a vegetable almost exclusively for the well-to-do into one within the reach of nearly everybody. It is furthermore a vegetable of great adaptability—it can be readily grown all the year round. though the northern winter supply is necessarily somewhat expensive and is nearly as good canned as fresh.

The two principal market divisions are into the "green." in all sizes and qualities, and varying from bright green to purplish; and the "white," generally more or less tinted with purple and usually in the large size. The white is obtained chiefly by deep planting of the roots or by banking earth up around the shoots, but some speeial varieties grow nearly white without this assistance. The preference for one or the other is in some sections a matter of fixed local sentiment, and in others is subject to changing fashion.

In cooking fine fresh asparagus, it is best to stand the bunch on end, leaving about an inch of the tips above the surface of the water. In this way, it is possible to cook the spears thoroughly without destroying the appearance of the tips. If the tips are not sufficiently cooked by the steam, the bunch may be laid on its side for a few minutes immediately prior to taking out.

WHAT BECOMES OF THE 5 CENTS?

The last arithmetical problem submitted to the readers of this page showed that clerks are interested in mathematics. So here is another: A grocer places two boys at the front of the store to sell oranges. He assigns 30 oranges to each with instructions to one to sell at 3 for five and the other at 2 for five. It will be seen that at the end of the day the receipts would be as follows:

30 oranges at 3 for 5 equals 50 cents.

30 oranges at 2 for 5 equals 75 cents.

Total, $1.25.

Suppose next day he wants the boys to do the same thing, but one of them in the meantime has become ill. So he gives the other boy 60 oranges and asks him to sell them at 5 for 10 cents;

60 oranges at 5 for 10 equals $1.20.

The problem is what has become of the other 5 cents? Why shouldn't the receipts each day have been the same? Please send replies to The Editor, Clerks' Page, Canadian Grocer, 143-153 University Ave., Toronto.

STILL ANOTHER ANSWER.

Editor, Clerk's Page.—Re salary question. A and B start work with the same salary, viz., $500 per year.

A gets $50 raise every six months.

B gets $200 raise every year-end. Who is the better off?

A's salary for first year=$500+$50=$550.

B's salary for first year=$500.

A is better off at end of first year by $50.

A's salary for second year=$550+$100=$650.

B's salary for second year=$500+$200=$700.

B is better off at end of second year by $50.

If the job was for one year only I would take A's place, but if for more than one, I would take B's place. I can't see how A is better off by $350 at end of third year, when B's wages for three years=$500+$200+$200=$900, and A only receives $50+$100+$100 ($250+$500)=$750 in three years.

RETAIL CLERK.

Sydney Mines, N.S.

A SUCCESSFUL LENTEN CAMPAIGN.

(Continued from Page 25.)

the pyramids of the circle of canned goods.

"By hang," ejaculated Jepson when he saw it completed, "that's sure a mightly fine display. If that doesn't tickle the palates of some of the people of this town, then I'll eat my hat—it makes me want to eat something anyway."

The proprietor didn't have to eat any felt. People he had never seen before came into the store and bought goods shown in that window. Congratulations came from all sides, and what was of more importance, orders for Lenten goods came too. The display showed that what the public wanted more than anything else were suggestions as to what they should eat during the Lenten season. Some grocers get the idea that Lent is a time for fasting and that people simply refuse to eat. Such is not the case. A few may "swear off" on candy or beverages just to demonstrate they have the will power to do it, but the majority transfer their tastes from one food to another. The lines shown by Haslam were splendid substitutes for meats which so many abstain from eating on the fast days.

New Show Case for Fish.

An improvised display stand was put together by one of the clerks for showing fish. It was made to look as neat as possible, and placed just inside the entrance and across it. It was kept clean and well iced so as to impress upon customers the sanitary conditions under which the fish stock was kept. Lent, however, had not altogether passed before the proprietor was induced to purchase a brand new fish show case with a glass top that could be easily raised. Large quantities of fish were disposed of in the early part of the season, but with the new case sales greatly increased—all of which went to demonstrate the selling advantages of clean, sanitary and modern equipment.

"That fellow can get anything he wants," remarked Jepson one day, as he told me of the new piece of equipment for displaying fish.

"I certainly don't regret the expenditure, for I know that we shall easily save the price of it this year," he added.

Used Descriptive Ads.

The usual newspaper space was devoted to Lenten goods. Not merely were there some lines of goods mentioned, but each line advertised was described in a manner that whetted the appetite of the reader. For instance, there was no such statement as "Canned Salmon—25 cents," but "Canned Salmon, one of the most nourishing of fish foods, can be served in many ways. What is more delicious than salmon pie? Small tins, 15 cents, and large ones, 25 cents."

That was the sort of advertising which Haslam believed in, and Jepson will tell you to-day that it was the only kind of advertising that ever brought him results that would justify him in calling it a good investment. He was never a price cutter, for he did not believe in giving goods away. So the only other method open to get turnover through advertising was by giving descriptions and informative talks about the goods, and so creating a desire for them. His head salesman took that course and made good.

A Contrast.

Across the street from the lively Jepson establishment was another grocery. The windows could scarcely be seen through for dust. Dirty, stale goods, which had apparently lain there for a month, repelled business rather than attracted it. And still the proprietor wondered why people stopped and stared at the windows of his competitor, and why so many went in to buy. Some of his good customers even, whom he had always thought belonged exclusively to him, were coming out with parcels under their arms. Why was this the case? He could not answer, for he was blind to anything but his own slow and tedious ways. He waited with sombre patience for the increase in business which never came. Truth was he had parted company with the advancing times. No move was made at the capitalization of the seasons—except that when Lent opened he put a dirty-looking keg of salt herring out at the door, and that at Christmas he was in the habit of showing a few striped candy walking canes. How could he hope to succeed with such aggressive competition across the street?

SCRAP BOOK FOR IDEAS.

Many clerks who read Canadian Grocer regularly, maintain Scrap Books in which they paste anything of interest they find on it. One of these scrap books was run across by the writer the other day in Hamilton. It belonged to Wm. March, head salesman for the Peebles, Hobson Co., and a glance over it showed that here was one enthusiastic salesman who is anxious to learn more about his business. Mr. March has spent already more than a dozen years in the grocery business, having begun in the trade in the Old Country. Nevertheless, he says there is always something new to learn, and he watches his trade paper carefully for some of those new things. Not only does re clip important items from the Clerk's Page, but from the other pages in Canadian Grocer. He has several ideas in the Scrap Book on show-card writing, and is gradually becoming an efficient card writer himself, simply by following up the ideas presented in trade papers and practising all the time. Show-cards are used throughout the Peebles, Hobson store, and good results are being secured from them. Here is a cue for other Canadian clerks, who are readers of this page.

THE NEW GROCERY BOY.

He sampled the raisins, the prunes and the rice;
He sampled the crackers, the cocoa and spice;
He sampled the apples, the coffees and teas,
But balked at the scent of the limburger cheese.
He sampled the currants, the sugar and jam;
He sampled the herring, the cheese and the ham;
He sampled the jellies and pickles in glass,
But sniffed the tobasco and said that he'd pass.
He sampled the candy, he sampled the flour,
He sampled the sweet stuff and sampled the sour;
He sampled away till the daylight was sped,
When his tummy rebelled and next day he was dead.

—The Ideal Grocer.

QUESTION FOR SOME LONDON GROCER.

Editor Canadian Grocer.—The question has been raised by a number of grocers—which is the better way to deliver goods—auto or horse? I believe an experiment has been made by a London grocer. He bought an auto for $125 and three horses for $45, or $15 each. I would like to know what the result of his experiment was.

OLD SCOOP.

W. C. Coir, general merchant, Morrisburg, Ont., is succeeded by A. E. Clement.

The Retail Grocers' Association of London, Ont., are sending out invitations for a progressive euchre and dance to be held in their new rooms, over the Imperial Bank, on Tuesday, February 16th. The grocers' wives, daughters, sweethearts and lady clerks, as well as the male employees, are all invited. The executive is making elaborate arrangements for the affair. President Palmer, Secretary Harley and Past President Ranahan are looking after the social part and orchestra.

Current News

Quebec and Maritime Provinces.

H. Messier & Fils, grocers, have registered at St. Hyacinthe, Que.

Geo. F. Blanche, grocer, Amherst, N.S., sustained a fire loss recently.

J. W. Clayton, grocer, St. John, N.B., sustained a fire loss last week, partially insured.

A. S. Kendall & Co., general merchants, Lawrenceville, Que., have sold to L. G. Lavigne.

Discussing the rumor of suggested increases in freight rates in Eastern Canada, J. E. Dalrymple, vice-president of the Grand Trunk Railway, said that while definite conclusions had not been arrived at, the railway officials were working along lines somewhat different to those adopted by the American railways, it being thought that with our different situation in Canada a horizontal advance of any given percentage would not work out satisfactorily. Further developments will appear in a few days.

Ontario.

T. R. Coates, grocer, Simcoe, Ont., has sold to Walter Gamble.

G. W. Godden, general merchant, Harold, Ont., has sold to Thos. Cranston.

Jas. Clarke, general merchant, Bolton, Ont., sold to G. W. Staples.

The Sarnia Co-operative Society, Ltd., has disposed of its business.

The last issue of the Oshawa "Ontario" contained the window display of Puckett & Scilley, of that town, which won first prize in Canadian Grocer's Christmas window contest.

The annual meeting of the North Toronto Retail Merchants' Association was held last week. The proceedings took a social form and afterwards the election of officers for the coming year was held. The officers elected were:—President, W. E. Gibbons; secretary, C. E. Rudlen; vice-president, B. S. McMurtry, and treasurer, C. H. Moore.

Twenty-six thousand cases of canned goods have been removed from a Belleville factory to make way for dormitories for the volunteers of the 39th Battalion of the third contingent, which will mobilize in this city. The agent for the Grand Trunk Railway secured an order to ship the goods westward. The shipment will mean between 25 and 30 carloads. This is the biggest shipment of canned goods that ever left Belleville.

Western Canada.

Charles Ritz, sales manager for the Robin Hood Mills, Ltd., Moose Jaw, is visiting his home at Mitchell, Ont.

The H. G. Smith Company, Regina, wholesale grocers, are opening up a fruit department in connection with their grocery business.

J. H. Tapley, manager of the provision department of the Swift Canadian Company, Limited, Winnipeg, Man., has been transferred to the Edmonton plant of the same concern. He has been connected with the Winnipeg plant for the past nine years. He was presented with a beautiful diamond stick pin by his associates.

AIMS OF VERNON ASSOCIATION.

President Discusses the Work Undertaken and Accomplished.

Vernon, B.C., Feb. 10.—At the first of a series of social and business meetings held by the Vernon Retail Merchants' Association the feature was an address by the president L. J. Ball on the Aims and Objects of the organization. He defined as the most important object of the association the establishment of a spirit of harmony and good fellowship, of confidence and loyalty among the business men of the community.

"Another and more material object of the association is the regulating of credits, and the elimination, as far as possible, of the bad debts nuisance," said Mr. Ball. "Some members have the impression that this organization exists almost entirely for the collection of bad and doubtful accounts. I wish to impress upon you that this association does not exist to collect bad debts, but to prevent them. Those members who use the facilities afforded by the association, and observe the information which is available through the office of the secretary, will not have many accounts to hand in for collection."

The speaker also pointed out that the Small Debts Court is the result of an effort of the Retail Merchants' Association, and dealt at some length with the usefulness of the "confidential list."

"The confidential list is intended merely as a business barometer," he continued, "and does not prevent any business man extending credit to anyone he deems worthy of it; but if he does this in the case of a man whose name appears on the confidential list, he knows that he is taking a risk against which he has been cautioned."

The organization, the president pointed out, secured far more attention from civic, provincial or dominion governing bodies than would be accorded to individuals or miscellaneous committees, and cited amendments secured to the Traders' License By-law.

The regulating of the transient trader and pedlar, and the doing away with questionable advertising were also listed among the noteworthy achievements of the association. The benefit to a business man of securing past records of customers, and credit ratings from almost every town and city in the Dominion was gone into. The speaker closed with an urgent plea for a larger measure of support and sympathy for the local association from Vernon business men.

This address was followed by a short informal discussion of the points brought out, a discussion participated in by H. Curtis, E. Dixon, J. Jenkins, W. R. Megaw, C. J. Whiten and F. W. Rolston. A decidedly enjoyable program had been prepared, refreshments were served during an interval at 10 o'clock, and cigars and cigarettes, were passed around.

FIGHTING FOR THEIR COUNTRY.

More than 400 of the employes of Peek, Frean & Co., biscuit manufacturers, London, England, are serving with the colors in the European war. One of the number has already a distinguished service order for valor under fire. Eight of the same firm's overseas representatives are also with the forces of the empire. Such patriotism demonstrates why it is Great Britain has remained great for so many centuries and why her subjects on every continent have continued to enjoy unsurpassed freedom down through all these years.

Sugar Advances Total 50 Cents

During One Week the Advances Came Rapidly—High Freight Rates One of the Chief Causes Jams Likely to Follow—Another Advance in Beans in Montreal—Cocoa Goes Up About Six Cents on Primary Market—Macaroni Situation Strong —The Budget Awaited by the Trade.

Office of Publication, Feb. 11th, 1915.

THE grocery market during the past week has been visited by three advances in sugar on the Canadian market, totalling 50 cents per hundred pounds. While the market began to show some signs of strength the week prior to the advances, it was never thought that it would run up so rapidly. There are too, prospects for higher prices. One of the chief reasons for the advances is the fact that freight rates from Cuba to New York have almost trebled. Since the middle of January the rate has advanced from 8 cents per hundred to 31 cents, due to the British Government requiring so many bottoms for its own use. This created a scarcity of tonnage when the Cuban crop came on and this made sugar actually scarce. Into the bargain the making of the Cuban crop was deluged by heavy rains and the anticipation of another war-tax by many has still further aggravated the situation. Should there be an extra war-tax imposed —which from the standpoint of reason does not seem probable — sugar is sure to advance the extent of the extra tax. In about two weeks the refined market in New York has advanced $1.05 per cwt., as compared with 50 cents in Canada, so it would appear that further rises are in sight. Should the freight situation be relieved there would, however, be a strong tendency to ease up the situation. The market is therefore pretty much of a speculation.

If sugar maintains its strength or advances further, there is every reason why jams, jellies, and all kinds of preserved goods will go up. Last year manufacturers of these goods used very much cheaper sugar than will be possible this year. Price of sugar before the outbreak of war was about $2.50 a hundred less than to-day. This year's marmalade has been made with dear sugar and if sugar maintains a position above $6 wholesale, jams, marmalades, etc., are sure to advance. The high price of wheat will for similar reasons soon force up macaroni prices.

In the past couple of weeks cocoa has advanced on the primary markets some 6 cents per pound, the cause being the heavy buying by United States buyers acting for European firms. Cocoa is a food with a high value and the nations at war are anxious to have plenty on hand. This market is still advancing.

QUEBEC MARKETS.

Montreal, Feb. 11.—By the time this reaches the hands of the retailer the Budget will most probably have been handed down by the Minister of Finance, and, although speculation should be discouraged, those who have speculated will know whether they have used good or bad judgment. There is one consolation for those who have purchased tea —that the price they have paid, if there is no war tax, will allow them a profit in any circumstance. On the other hand, if there is a war tax, they will have made a tidy sum of money. It is interesting to note the large number of articles both of food and clothing which are expected to come under the attention of the Hon. Mr. White.

The sugar market has undergone a sensational change since a week ago. An advance of fifty cents in the space of five days is important. With the slight decline in wheat which occurred early this week came an end—it may be temporary—to the long series of advances in the price of flour. All depends on the wheat market. If it should begin to soar again, flour may be expected to follow. The oat market is strong too, which has resulted in a number of advances in feeds, and in rolled oats. Grocers will be compelled to charge 30c for large packages of the latter if they are to make any profit.

With the strengthening of the raw sugar market came an advance in the price of molasses, which now costs 43c for the Island of Montreal, and 40c for outside points. Prices on new crop have been named, but as freight rates are not yet known, it is hard to say what the opening price will be for Montreal. It should be around 37c, which is much higher than it was a year ago. However, the crop last year was large.

The Canadian bean market continues to strengthen, and $3.50 is being asked for 3-lb. pickers. Lima beans are also very firm.

SUGAR.—The market advanced 10c on Wednesday, Feb. 3, as stated in our last issue. This was immediately followed by another advance of 15c. A third advance of 25c took place on Monday, Feb. 8, making a total of 50c, the same as took place in New York during the same period. As refined has since been quoted in New York at $6, it is likely that a further advance here will not long be delayed. Everybody, of course, is waiting for the Budget at time of writing. Probably the likelihood of a further tax had something to do with the advance in this market, as this fact, coupled with a firmer market for raws, brought about an enormous increase in business. Considerable speculation has been going on throughout the country something similar to that of August and September, which required checking in some cases. Big sales took place in New York of raws at 3¾c.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS. — Trade in dried fruits as far as the primary market is concerned, practically ceased on Tuesday this week. Prices were considered three cents higher all round owing to the possibility of a duty, and little inclination to sell was shown. Apart from the duty question, currants, dates and prunes are strong. Bag figs are strong, but box figs are quiet, as nobody wants them. The former are scarce, and are bringing good prices. Inquiries are being received for Valencia raisins, but they are hard to get.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	....	0 08
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 08½
Fards, choicest	....	0 12

Hallowee, loose	....	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
16 oz, glove boxes, box	....	0 12½
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxea, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08
Sultana, loose	0 09	0 09¼
Valencia, selected	....	0 08
Valencia, 4-cr, layer	....	0 09
Cal. seedless, 16 oz.	....	0 10½
Seedless, 12 oz.	....	0 09
Fancy seeded, 16 oz.	...	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—There have been no changes made in price. Offers have been made for big supplies on condition that the duty—if there is one—be not charged, but these offers have been turned down. The wholesalers in Montreal have placed orders within the last few days, which were filled immediately. One house which bought a carload on a certain morning had it delivered in the afternoon.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	**Per cwt.**
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina bead	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 05¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—The Montreal Wholesalers' Guild met last Friday and decided that owing to the strength of the sugar market, and the scarcity of molasses supplies, they would raise the price 2c per gallon, so that the price for puncheons per gal. in Montreal is 43c, and 40c in the province. Cables from Barbadoes announce the following prices for new crop: Fancy, 23½c, and choice, 21½c, f.o.b. in puncheons. It is difficult to give a price for Montreal as freight rates are not available, but figuring freight blind, the price would be around 37c, which is very high compared with last year's prices when the first sales of fancy were made at 26½c. In consequence of these high prices, wholesale houses in Montreal are firmly decided to wait until the sellers get more reasonable in their ideas. It is hardly likely that such a high price will long remain. Last year it dropped by June to 23c, and heavy purchases were made at that figure. Much depends on the way raw sugar market acts in the meantime. The question for the planters is, whether they will make sugar or molasses. Which will pay them best? In the meantime, the holders here will have a chance to clean up on their stocks. There has been a good demand for molasses this winter, and stocks should be pretty well worked off by the opening of river navigation.

	Prices for Island of Montreal. Fancy.	Choice.
Barbadoes Molasses—		
Puncheons	.43	.41
Barrels	.46	.44
Half barrels	.48	.47

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	....	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	....	1 46
Cases, 2 lb. tins, 2 doz. in case	....	2 65
Cases, 5 lb. tins, 1 doz. in case	....	3 00
Cases, 10 lb. tins, ½ doz. in case	....	2 90
Cases, 20 lb. tins, ¼ doz. in case	....	2 85
Cane Syrups—		
Barrels, lb., 3¾c; ½ bbls.	....	0 04
Cases, 2 lb. tins, 2 doz. per case	....	2 65
Maple Syrups—		
Pure, per 8½ lb. tin	....	0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.	....	1 00
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—Business in coffee is about as good as it was this time last year, and is very good under the circumstances. Increased buying is detected on account of a possible duty. Mochas are scarce and high, and have been since the Turkish war.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 34
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 30	0 33
Rio	0 17	0 20
Santos	0 21	0 23
Cbicory, per lb.	0 10	0 12

NUTS.—The possibility of a duty on nuts has had some influence on business during the past week, many people expecting the old duty of 5c to be imposed again. Some houses have been unable to get quotations on shelled walnuts from France, indicating that the market is firm. Wholesale houses here quote them from 30c per lb. up to 35c. Shelled almonds continue to be worth 35-36c. Tarragona almonds, which are reported to be scarce on spot, are quoted to retailer at 17c. Peanuts are reported strong, but all houses have not raised their prices.

Almonds, Tara	....	0 17
Grenobles, new	0 15½	0 16½
Marbots, new	0 14	0 15
Shelled walnuts, new, per lb.	0 30	0 34
Shelled almonds, 28-lb. boxes, per lb.	0 36	0 38
Sicily filberts	0 13½	0 15
Pecans, large	....	0 18
Brazils, new	0 13	0 14
Peanuts, No. 1, 11½-12c; No. 2	....	0 10½
Peanuts, No. 3	....	0 09
Canadian chestnuts	....	0 12

SPICES.—The market is active, and there is an upward trend in peppers, cassias, gingers, nutmegs and many seeds. White peppers are active, especially for March and April deliveries. Pimento is quiet and steady, with no change for some time to come. Spot supplies of gingers have greatly decreased, and prices are likely to advance further. Standard sizes of nutmegs are all scarce, and the tendency is upward. Looks like generally higher prices for February and March or longer.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	....—0 16	0 60—0 70	....—0 23
Cassia	....—0 22	0 72—0 99	....—0 30
Cayenne pepper	....—0 25	1 02—1 15	....—0 32
Cloves	....—0 40	1 15—1 30	....—0 47
Cream tartar—40c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	....—0 22	0 90—1 05	....—0 30
Mace	....—0 80	0 90—1 05	....—1 00
Nutmegs	....—0 40	1 02—1 20	....—0 75
Pepper, black	....—0 24	0 80—0 90	....—0 31
Pepper, white	....—0 33	1 05—1 10	....—0 39
Pastry spice	....—0 22	0 85—1 10	....—0 30
Pickling spice	....—0 15	0 75—0 90	0 80—0 35
Turmeric	0 20—0 22	....—....	....—....

Lower prices for paila boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	0 14	0 15
Cinnamon, China, lb.	0 16	0 18
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne cbillies	0 25	0 30
Shredded cocoanut, in pails	....	0 18½

DRIED VEGETABLES. — Growers are asking from $2.90 to $3 for three-pound pickers, and the retail price is $3.25 to $3.50. During the past few weeks, Canadian beans have shown a marked upward tendency. Whether this will continue remains to be seen. No big lots seem to have been exported, and the crop amounts to close on 900,000 bushels. There may, however, be contracts, of which little is known, for later shipment. The opinion seems to be general that farmers still have the bulk of their beans on their hands, and are holding for higher prices. Should anything happen that would bring the market down, there would be some heavy unloading. On the other hand there are those who insist that beans are going to be valuable. At the same time, 5c per lb. to the wholesaler is a pretty high price for them. Last year the price for 3-lb. pickers at this time varied from $1.80 to $2.40, the quality of the latter being the same as those for which the wholesaler is paying $3.25 now. Considerable buying is taking place, beans being about the only active thing in the dried vegetable market. Wholesalers have in many cases ceased to handle hand-picked beans, the price being too high. As for split peas, there ceases to be interest taken in them, as it is hard to get them. They are quoted to the retailer at $5.25. Not a quarter of the amount are being used as there were last year at this time. Soup peas are costing the retailer $2.85 and up. One house guarantees them bugless and boilers at $2.85. Lima beans are strong, and quoted 8 to 8½c.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 50
Yellow, per bushel	....	3 25
Yellow eyes, per buabel	....	3 25
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	....	5 25
Barley, pot, per bag	....	3 25
Barley, pearl	....	4 25

TEAS.—On Tuesday, the trade here learned that the Budget was likely to be handed down Thursday or Friday, though it was felt it might be later. Towards the last there was a slackening up in demand, everybody seeming to have all they wanted. There were some who had bought extra heavily, who were afflicted with "cold feet," requesting importers to take back supplies if the duty did not go on. Some retailers purchased heavily direct. Their position, in case of no duty, was considered less serious than the case of brokers. Business done during the past three weeks has been enormous, far exceeding in most cases that of August.

ONTARIO MARKETS.

Toronto, Feb. 11.—Some of the important markets are changing with lightning-like rapidity these days, with sugar leading the race. Since Feb. 3, sugar has advanced 50 cents per hundred on the Canadian market and from all appearances the end is not yet. The reasons are several. One is that violent rains in Cuba have affected the crop and reduced the original production estimates by more than 100,000 tons, and another—and probably this is the more important—freight rates from Cuba to New York have jumped up enormously of late. This has produced a scarcity of bottoms for the transportation of the sugar and there is a shortage of raws staring the refiners in the face.

Tea remains firm on the London markets and is likely to continue so for some time.

Beans, too, have advanced more, so it is believed, because the stocks are getting fairly well depleted rather than for the reason advanced that the farmers are holding on to their stocks for higher prices.

Cocoa on the primary market has gone up about six cents per pound In the last week or two and from all appearances may go still higher. The reason is that New York buyers have been purchasing extensively in Trinidad markets for foreign accounts.

With the rapid rise in sugar there is every prospect of advances in Canadian jams, jellies, preserves, etc. Manufacturers are at the present time considering advances in these goods and with sugar at its present height they certainly cannot manufacture at the cost to them last year.

There is too, prospect of a rise in macaroni at any time. It all depends apparently on how long the supplies of wheat in the hands of the macaroni manufacturers which they bought at the low prices of last summer will last them.

Business is in a fairly healthy condition with collections as usual. Some wholesalers are experiencing a revival in trade and attribute this to the fact that retailers had allowed their stocks to run low.

SUGAR.—In last week's issue an advance of 10 cents per cwt. was announced, which brought the local price up to $6.46. Since then and following closely on the heels of that rise, two others of 20 and 25 cents have occurred, bringing price of standard refined up to $6.86—or a total rise practically within a week of 50 cents. There has been more than one cause for this. The most important, probably, was the increase in freight rates from Cuba, due to the employment by Great Britain of the bulk of available vessels for carrying her goods. In normal times the freight rate on sugar is from 8 to 12 cents per cwt., but this has advanced to 31 cents. Just how long this situation will last cannot be determined. There is little doubt, however, that should it terminate soon we would see an easing in the situation. On this score the market is a purely speculative one and the trade should proceed with caution. Combined with that there have been heavy rains in Cuba, delaying the making of the crop. These rains have re-occurred with considerable frequency and intensity. Then again, there is the anticipation by many of another war tax.

Extra Granulated Sugars, Moutreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lumps—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—There seems to be no let-up in the strength of the London tea market. Even in face of increasing quantities on occasions, all grades seem to be affected more or less in the strength of the situation. Tea taxes are still being discussed and there has no doubt been a great deal of speculative buying in anticipation of a tax. It seems, therefore, a certainty that unless the tax—if it does come—is made retroactive, the Government will secure small benefits for several months to come. It is to be hoped, however, that there will be no tax on such a necessity as tea. Theatre tickets would make a fine substitute and a tax there would not bear heavily on the people who have no money to spend on pleasures.

DRIED FRUITS.—Prunes are reported to be stronger on the coast, more so than local situation would seem to warrant. This staple dessert cannot be said to be moving any too rapidly and in fact few of the dried fruits are. That does not, however, say that all the markets are easy. Currants are particularly strong, and so are apricots. Sultana raisins are, of course, disappearing from the market in view of Turkey being our enemy, and this line is strong. Package dates are easy and some lines of seeded and seedless raisins are quoted lower to the retailer. A change has been made in the size of the cheaper date package, making 6 more to the case and our quotations on these are necessarily reduced per package.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 15½	0 16
Apples, evaporated, per lb.	**0 07½**	**0 08**
Candied Peels—		
Lemon	**0 13**	**0 14**
Orange	**0 13**	**0 14**
Citron	**0 19**	**0 22**
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	**0 09¼**	**0 10**
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	**0 09½**	**0 10**
Fards, choicest, 60-lb. boxes	**0 09**	**0 09¼**
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	**0 07½**	**0 08**
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	**0 07½**	**0 08**
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	**0 12**	**0 13**
Sultanas, fancy, new	**0 14**	**0 15**
Valencia	....	0 09
Seeded, fancy, 1 lb. packets	....	0 10
Seeded, choice, 1 lb. packets	**0 09¾**	**0 10¼**
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Shelled walnuts are now being sold for much less than the early quotations. Last week it was announced that one firm were selling them at 36 cents but few of the others were doing so. Now the price is generally below 40 cents, our quotations being from 34 to 38c. Some shelled almonds can be bought for 38c, which is quite a bit below old figures. There are apparently not many pecans on the local market.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	**0 10**	**0 11**
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	**1 75**	**2 00**
Filberts, Sicily, new	**0 13**	**0 14**
Peanuts, Jumbos, roasted	**0 12½**	**0 13½**
Peanuts, hand-picked, roasted	**0 10½**	**0 11**
Peanuts, fancy, roasted	**0 09**	**0 10**
Pecans	**0 17**	**0 18**
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	**0 11**	**0 12**
Walnuts, Marbots	**0 13**	**0 14**
Shelled—		
Almonds	0 38	0 45
Filberts	....	**0 35**
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 34	0 38

SPICES.—Several lines of spices are firm, peppers and ginger having in the last month or so advanced in primary markets 4 or 5 cents.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 36	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

COFFEE.—While locally the coffee situation is not any too brisk, the primary situation is still strong. Speculation as to another possible war tax is going on, but not as much as in the case of tea.

Coffee—		
Standard Old Govt. Java	**0 36**	**0 39**
Plantation Ceylon	**0 32**	**0 34**
Java	**0 36**	**0 40**

Arabian Mocha	0 33	0 36
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Rio	0 15	0 17
Santos	0 18	0 22
Chicory	....	0 14

SYRUPS AND MOLASSES.—In the West corn syrups have advanced 20c per case, but up to time of writing no change has taken place here. The strength of the market is due to the rise in corn in the United States. If corn syrups go up starch will likely move in the same direction. The molasses market shows considerable change on account of the sugar situation, but to the trade no change of importance has taken place.

	Per case.
Syrups—	
2 lb. tins, 2 doz. in case	2 65
5 lb. tins, 1 doz. in case	3 00
10 lb. tins, ½ doz. in case	2 90
20 lb. tins, ¼ doz. in case	2 85
Barrels, per lb.	0 03¾
Half barrels, lb.	0 04
Quarter barrels, lb.	0 04¼
Pails, 38½ lbs. each	1 95
Pails, 25 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 26 0 28
New Orleans, half-barrels	0 28 0 30
West Indies, barrels	0 24 0 26
West Indies, half barrels	0 26 0 28
Barbadoes, fancy, barrels	0 46 0 48
Barbadoes, fancy, half barrels	0 47 0 51
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45 6 60
Gallons, 6 to case	6 60 8 00
½ gallons, 12 to case	6 95 7 25
Quarts, 24 to case, in glass	7 00 7 25
Pints, 24 to case	4 00 5 90
Maple Sugar—	
Pure, per lb.	0 12¾
Maple Cream Sugar—	
24 twin bars	1 80
40 and 48 twin bars	3 60 4 85
Maple butter, lb. tins, dozen	1 90

RICE and TAPIOCA.—There is little change here for the week, although of late the patna situation has increased in strength.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 06	0 07½
Tapioca—		
Pearl, per lb.	0 05½	0 07½
Seed, per lb.	0 05½	0 07½
Sago, brown, per lb.	....	0 05½

BEANS and PEAS.—The bean market is particularly firm, although there is no quotable change for the week. The Ontario Government recently made a purchase of some five or more carloads of both bulk and canned beans for the assistance of the Belgians, at a cost of about $12,000.

	Per bushel.	
Beans—		
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	3 50	3 60
Peas, whole, white, per bush.	3 00	3 10

JAMS and PRESERVED FRUITS.—There is considerable talk of an advance in the prices of jams, and in fact of everything in which the use of sugar is a prominent ingredient. Last year Canadian jams, etc., were made with sugar at low prices, but it is scarcely likely that the same will occur this year with a war tax of 70 cents on sugar and another anticipated by many. Even should sugar settle at around $6, there would no doubt have to be a corresponding increase in jams.

MACARONI.—With the wheat market soaring it would not be a surprise to see macaroni advance. It will depend principally on how long the wheat bought at low prices will last when the advance will come.

COCOA.—The Trinidad market on cocoa has advanced about six cents per pound in the past couple of weeks and information from there indicates that further advances are in order. Some time ago New York buyers went into that market and purchased large quantities for Europe and this is the probable reason of the strength in cocoa.

CANNED SALMON.—All indications point to a firm salmon market at the coast. Reports say that sockeye, talls, have been just about cleaned up, and that first-class pinks are also in small compass. As there is no definite information to hand about the other lines, it may be taken that there are fair stocks of them yet. British buyers get a big share of salmon every year, and there is no doubt that before war broke out last August they had bought heavily as usual. There is a rumor in the East to the effect that British houses are buying 1915 pack already. How true this is will be known later. In considering the canned salmon market it should be remembered that two years of comparatively small packs are ahead of us. The last big pack was in 1913, when the total number of cases packed was 1,353,901. Last year the total reached 1,111,039 cases. Next year the pack will be less and in 1916 still less, so that salmon appears to be as cheap as it will be until the next big run in 1917.

Salmon—	
Sockeyes, talls, 1's, per doz.	2 1½
Sockeyes, talls, ½'s, per doz.	1 55
Sockeyes, flats, 1's, per doz.	2 52½
Pinks, 1's, per doz.	1 20
Pinks, ½s, per doz.	0 85
Cohoes, 1's, per doz.	1 65
Cohoes, ½'s, per doz.	0 95

MANITOBA MARKETS.

Winnipeg, Feb. 12,—The week has not been without incident in the way of price changes, undoubtedly the most remarkable feature being an advance in sugar. Beans, certain lines of dried fruits, pepper, and corn syrup have also advanced. Generally business is reported quite brisk. It was expected that the comparatively small orders being placed by dealers before Christmas would result in a larger volume of business during January and February than in other years. This expectation is being largely fulfilled.

Reports being received indicate that the dealer is having some unusual difficult problems to meet this year. It is very satisfactory to note, however, that the wholesale failures which some pessimists were predicting are not materializing.

SUGAR.—The drop in price reported last week was then said to be entirely without regard to market conditions, and the probability of advances was pointed out. These advances have come, and have come with a vengeance. Raw sugar has leaped up on the New York market. So rapid, indeed, has been the rise that Friday of last week the price was fixed at $7.10.

Indications, moreover, are that still higher prices may be expected. There is, of course, a possibility that sugar will be affected by the war tax which the Government is almost certain to declare shortly. Even without this, however, further rises seem likely.

Corn syrups have risen remarkably during the past week, being now quoted 20c higher than formerly.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 10
Extra ground or icing, boxes	7 95
Extra ground or icing, bbls.	7 75
Powdered, boxes	7 75
Powdered, bbls.	7 55
Hard lump (100-lb. cases)	8 05
Montreal yellow, bags	6 70
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 00
Halves, 50 lbs., per cwt.	6 00
Bales, 20 lbs., per cwt.	6 05
Powdered, barrels	6 30
Powdered, 50s	5 65
Powdered, 25s	6 95
Icing, barrels	6 85
Icing, 50s	7 00
Icing, 25s	7 00
Icing, pails	6 90
Cut loaf, barrels	6 70
Cut loaf, 50s	6 95
Cut loaf, 25s	7 20
Sugar, British Columbia—	
Extra standard granulated	7 10
Bar sugar, bbls.	7 55
Bar sugar, boxes	7 75
Icing sugar, bbls.	7 75
Icing sugar, boxes	7 95
H. P. lumps, 100-lb. cases	8 05
H. P. lumps, 25-lb. boxes	8 30
Yellow, in bags	6 70
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.	
Molasses—		
Barbadoes	....	0 53
New Orleans	....	0 34

	Per case.	
Maple Syrups—		
Imperial quarts, case, 2 doz.	....	5 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal. case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—The one price change noted here is in evaporated apples, which are now quoted at ½c higher than a week ago. This is in line with expectations. The heavy stock has now been greatly diminished. The demand has been strong, and the rise has come naturally. It may be quite possibly followed by further advances. Prunes, apricots and peaches are moving well. No price changes have been struck here and it seems hardly likely that there will be changes until the new stock arrives. This stock will, of course, be quoted on a higher basis.

Apples, evaporated, new, 50's	....	0 06
Apples, evaporated, new, 25's	....	0 08¼
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, bulk (washed)	....	0 10¾
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08¼
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45

Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		
3 crown, loose, 50's	....	....
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09⅜
Fancy seeded, lo.	....	0 09¾
12-oz. packages, fancy	....	.08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08⅛
70 to 80	....	0 08⅝
60 to 70	....	0 09⅛
50 to 60	....	0 09¾
50 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb..	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

BEANS.—Last week it was pointed out that Ontario farmers were asking as much for their beans in Ontario as these beans were bringing in Manitoba. The natural result has been an advance on this market—3-lb. pickers are now quoted at $3.20, while hand-picked are at $3.40. This is a very remarkable advance, but the conditions are peculiar. The demand continues heavy and growers are naturally getting all they can. No further change in peas has been noted as yet.

Beans—		
Canadian, hand-picked	....	3 40
3-lb. pickers	....	3 20
California Lima Beans—		
Bag lots	....	0 08
Less than bag lots	....	0 08¼
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	....	5 65
Whole peas, bushel	....	2 50
Sack, 49's	....	2 83

RICE AND TAPIOCA.—Rice continues strong on the primary market. No advance over those reported last week, however, has been struck. There has not as yet been any advance locally, and in view of the large stocks held, none seems likely.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 04
Siam, per lb.	....	0 03¾
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 05

NUTS.—Shelled walnuts remain at the new figure of 32c a pound. New stock of shelled almonds have arrived. The price for this line is on new and lower basis. Peanuts are still high on the primary market, and an advance locally seems likely to occur.

Nuts—	Per lb.
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12⅛
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 34
Shelled walnuts	0 32

TEAS AND COFFEES.—Despite the tax on coffee, as a result of the war, dealers are being able to sell this to the consumer at about as low a price as ever. The primary market shows low quotations, and the figures at which the bean may be bought largely offset the increased tax.

Pepper has just been put on a new and higher basis, being up about 1½c per lb. In pails, white pepper is now quoted at from 33c to 34c and black at from 18c to 20c. It is a little hard to give the exact reason for this advance. It is probably due to difficulty in making shipments owing to war conditions.

Coffee—	Per lb.	
Rio, No. 5, green	....	0 16
Rio, roasted	....	0 19
Santos, green, No. 4	....	0 18¾
Santos, roasted	0 25	0 26¼
Chicory, per lb.	0 07	0 38
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 26
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 36
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

WINNIPEG.

PRODUCE.—This week the market shows great strength, and in other lines great weaknesses. Cheese continues high. Butter also is stronger. On the other hand, eggs are remarkably weak, and the likelihood is that lower prices even than those quoted here will be struck before the end of February.

Cured meats remain at the prices quoted a week ago. This is also true of lard. For both there is a very good demand at the present time.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER.—Some exporting of butter is still taking place, but the amount is not considerable. Creamery butter remains strong at the advanced figures struck last week. Little or none of this line is being sold below 33c. Stocks are none too high at the present time, but it is hard to predict whether there will be any further advance.

Butter—		
Creamery, Manitoba	0 32	0 33
Dairy	....	0 25
Cooking	0 20	0 22

CHEESE.—Still this product is scarce. Cheese, indeed, seems to be getting scarcer year by year. No further advance has come, but there seems a possibility that higher prices than those struck last week will have to be quoted within the fortnight.

Cheese—		
New, large	....	0 17½
New, twins	....	0 18

EGGS.—Local stocks are heavy, and the mild weather which came early in the week has made it seem advisable to those holding this line to get rid of their supplies as quickly as possible. Southern new-laid eggs will be coming on the market very shortly. Some of these, indeed, have already been sold in Winnipeg, but the retail price of 50c is too high to make the demand general. Towards the 1st of March, however, these Southern eggs will be coming in quite largely, and anyone holding storage eggs then will be likely to lose. These conditions are naturally forcing storage eggs on the market rapidly, and in consequence prices are dropping. Extra firsts are now quoted at 24c, and in many cases are not bringing this price. In cartons 26c is the quotation. Lower prices seem likely.

Eggs—		
Extra firsts	....	0 24
Choice	0 17	0 18
Extra, in cartons	....	0 26

POULTRY.—Still a fair demand is being experienced. There is a good supply and prices hold at the old figures.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

ALBERTA MARKETS.

By Wire.

Edmonton, Alta., Feb. 11.—There has been a sharp increase in price of sugar. This came somewhat as a surprise, and was preceded a few days ago by report that market was rather weak. Stocks are almost exhausted. Rice market is firmer. Good Northern trade is coming into Edmonton. Prairies are well covered with snow and freighting is easy. Lard is dearer, and also rolled oats. Sugar, granulated, is now $7 to $8. Potatoes are a little higher.

Produce and Provisions—		
Cheese, per lb.	0 17¾	0 18¼
Butter, creamery, per lb.	....	0 34
Butter, dairy, No. 1, 28c; No. 2	....	0 23
Lard, pure, 3's, per case	....	7 75
Lard, pure, 5's, per case	....	7 45
Lard, pure, 10's, per case	....	7 35
Lard, pure, 20's, each	....	2 48
General—		
Beans, Ontario, per bushel	2 90	3 00
Beans, Japan, per bush.	....	3 50
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 50's	0 08¾	0 09¼
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 91c; 40's	....	1 78
Rolled oats, bail, $3.90; 80's	....	3 50
Flour, 98's	4 00	4 15
Rice, per cwt.	....	3 75
Sugar, standard gran., per cwt.	7 00	8 00
Sugar, yellow, per cwt.	....	7 25
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	5 00

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Feb. 10. — Considerable activity is noticeable on local market this week, sugar being particularly active, no less than three separate advances having taken place since January 30, bringing the price up from $6.94 on January 29, to $7.44, the present quotation. The first advance occurred on Jannary 30, the price jumping from $6.94 to $7.04. Two subsequent advances of 20 cents each occurred on February 3, and Feb. 5. The sugar market is still firm. All corn syrups have advanced 20 cents per case. Rolled oats, 80's, are quoted this week

at $3.50. Flour took an advance recently of 20 cents per hundred and 40 cents per barrel, so that flour per cwt. is now quoted at $3.95. White beans show an advance of ten cents per bushel, bringing the quotation up to $3.50. Rice is considerably firmer, and the same holds true concerning the flour market. Another advance in flour would not be a surprise. Evaporated apples are now quoted at 8½c, an increase of 1¼c per lb., and cheese is 19½c for large.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 33
Butter, dairy, No. 1	....	0 24
Cheese, per lb., large	....	0 19½
Eggs, storage, 29c; new laids	....	0 50
Lard, 3's, per case	....	7 25
Lard, 5's, per case	....	7 10
Lard, 10's, per case	....	7 10
Lard, 20's, each	....	2 65
General—		
Beans, Ontario, per bushel	....	3 50
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 95
Potatoes, N.B., per bush., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.,	....	6 25
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 75
Sugar, standard, gran., per cwt.	....	7 44
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 25
Oranges	....	3 25
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08¾

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N.B., Feb. 11.—There has been an advance of 25 cents per cwt. in sugar in all grades. This is chief feature of local market. Tone is considerably stronger and dealers are expecting higher quotings. Markets are flurried on account of speculation on war taxes. Flour market is strong, quotings having advanced. Manitoba is now $8.95 and Ontario $8.60. Rolled oats are lower at $8. Ordinary cornmeal is $1.90. Beans stocks are lower and market stronger, and have advanced 25c to $3.30 and $3.50, both white and yellow. Provision market is generally firm. Dairy market is fairly firm with quotings unchanged. Business is continuing well and has been brightened by colder weather. Collections only fair.

Produce and Provisions—		
Bacon, breskfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	25 00	25 75
Beef, corned	2 75	2 80
Pork, American clear, per bbl.	24 75	25 50
Pork, domestic, per bbl.	24 25	27 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10¾
Lard, pure, per lb.	0 13	0 13½
Cheese	0 17	0 17¼
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	8 95
Flour, Ontario	....	8 60
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 95
United Empire	....	6 85
Bright yellow	....	6 75
No. 1 yellow	....	6 45
Paris lumps	....	7 75
Beans, white, per bush.	3 30	3 50
Beans, yellow eyes, per bush.	3 20	3 50
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 36	0 39
Currants, per lb.	0 08	0 08¼
Rice, per cwt.	4 50	5 0

CANNED GOODS.

CANNED GOODS.—English demand for sockeyes continues heavy. Stocks on the Coast are normal with some exceptions, and prices are about the same on Cohoes and Pinks. The only feature is continued activity in 1915 sockeyes, ½ flats, the total sale for which has reached 80,000 cases. The price runs between 15c and 20c to the retailer. This price is higher, as the year is a short one on salmon.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.

	Group A.
2's Asparagus tips	$2 35½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3'r Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 77½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 82½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 82½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 82½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 82½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 32½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 62½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 62½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 47½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
Barrels, per cwt.	5 55
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 00
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
2's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

FISH MEN TO ELECT OFFICERS.

The Dominion Fisheries Association, the newly formed body of men connected with this fish industry, have decided to hold their first annual meeting, open to fish men all over Canada, on Feb. 15, at Ottawa. Officers will be elected, and the executive appointed will frame work for the coming year.

A BUSINESS IDEAL.

Writing editorially, The Bulletin, the official organ of the United Typothetae and Franklin Clubs of America, says: "There have been thousands of essays and pithy paragraphs written within recent years to emphasize the importance of courtesy in the business life. We hope there will be as many more. For it is certain that few things do as much to make business a pleasure as courtesy. As a business ideal, courtesy is one to strive for. Courtesy, the thousand-fold topic of business doctrine, is but another name for kindness. And isn't kindness worth striving for?"

Fruit and Vegetables

Navel Oranges Are Higher

Chiefly on Account of War-Tax Talk—Apples Are Firm All Round, With Greenings Higher—Hothouse Tomatoes Hard to Get—Celery, Parsnips and Lettuce Show Declines in Toronto Market.

MONTREAL.

FRUIT.—Apples and oranges continue to enjoy the best demand in the fruit market. The former bring good prices, and if there is anything unusually cheap offering, it is because signs of decay are in evidence. Good Spys are bringing little short of 5.00. Greenings of good quality are hard to get. There was not a good crop last year, and they are now inclined to be black. Fameuse and McIntosh Reds are now mostly in the hands of retailers. Some houses are in possession of good supplies of Malaga lemons, which cost them in the neighborhood of 4.50. These they are willing to sell for 3.75, as the arrival of Messinas selling for 2.50 has spoiled the market for them. Hothouse grapes are still expensive, bringing from 1.75 to 2.00 per lb. There are few good pines on the market. High class ones sell for 4.00 and thereabouts, for No. 24's. Bitter oranges can be bought for 2.50, but 3.00 is being quoted by many houses.

Apples—		
Baldwins, No. 1, bbl.	....	3 50
Spies, No. 1, bbl.	4 75	5 00
Russets, No. 1, bbl.	4 00	4 50
Greenings, No. 1, bbl.	....	3 00
Fameuse, No. 1, bbl.	5 00	6 00
McIntosh Reds, No. 1, bbl.	$ 00	6 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 50
Cranberries, bbl.	5 00	6 00
Grapefruits, case	2 00	2 75
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	....	1 75
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 50	2 75
Malaga, 420 size	....	5 00
Oranges—		
Cal. Navel, 126-150-176-200-216-250-288	2 75	3 00
Cal., 96-100 size box	....	2 50
Florida, 176-200-216	....	2 50
Florida, 126-150	....	2 50
Mexican, 126-150-176-200-216-250	....	2 75
Valencias, 714 size, large cases	....	5 00
Bitter oranges	2 50	3 00
Pineapples, case	....	4 00

VEGETABLES.—One of the features of the market this week is an advance in the price of green peppers, which are now quoted at 7.50 per crate, nine baskets to the crate. Small baskets are bringing 90c, whereas last week they were 75c. The price should not be so high, and they may only remain there for a few days. No good Florida tomatoes are coming forward, as there has been a wet spell in that part of the country. They will be better later. In the meantime, Cubans are being imported at 7.00 per crate. Local hothouse tomatoes are bringing 30 to 35c, and are scarce. American watercress is worth about 1.00 per doz.—slightly higher. Mushrooms are bringing 1.75 to 2.00 per basket. Few new potatoes are being brought in, the cost of the potatoes and express being too high. No. 1 cucumbers are quoted 1.50, and are going slow as usual at this time of the year. Curly lettuce is bringing 2.00 per doz., but there are probably cheaper ones. Spanish onions are slow at 4.25.

Artichokes, bag	....	1 25
Beets, bag	....	0 75
Brussels Sprouts, quart	....	0 15
Cabbage, per bbl.	1 00	1 25
Carrots, bag	0 50	0 75
Cauliflowers, 2 doz.	....	3 50
Cucumbers, fancy, doz.	1 50	2 00
Celery, crate	....	5 75
Leeks, doz. bunch	2 50	3 00
Lettuce, head, per box	1 75	1 85
Curly lettuce, per box	....	2 00
Mushrooms, basket	1 75	2 00
Onions—		
Spanish, per case	....	4 25
Yellow, 100-lb. bag	....	2 25
Red, 100-lb. bags	....	2 25
Parsnips, bag	....	0 90
Parsley, American, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 90
Potatoes—		
Montreal, bag	0 65	0 75
New, bbl., 160 lbs.	....	8 00
Potatoes, sweet, Jersey, hpr.	2 25	2 50
Rhubarb, hothouse, doz.	....	1 25
Spinach, American, in bbls.	....	3 25
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 30	0 35
Tomatoes, Cuban, crate	....	6 00
Watercress, American, doz.	....	0 75

TORONTO.

FRUITS.—Navels are up again, with $3.00 as a top price. War tax talk has done much to boost them. If there should be a tax on Californian fruits, they will, of course, go higher still. Lemons have firmed up, but there was not sufficient demand to make a higher price. Strawberries from Florida are having quite a good sale among the people who can afford them. They are worth forty cents a basket. One firm, bye the bye, sells eight to ten tanks a week. Apples are firm all round. Kings are off the market now. Greenings are fifty cents higher at $3.25 for an outside price. Pineapples are moving well and are firm at last week's appreciated price. They are likely to advance. Trade generally is good, and certainly better than for the last two or three weeks. Buying is still hand to mouth, however, for the most part.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	3 00	4 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 50	7 00
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 50	7 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California navels	2 50	3 00
Bitter for marmalade, per box	....	2 50
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	3 25	3 50
Grape fruit	2 50	2 75

VEGETABLES.—Tomatoes are up from 22 cents to 25. They are very hard to get just now. California cauliflower is very scarce, and went up one day last week. It settled again, however, on lapsing of demand. Celery is down slightly, but has firmed up. There is a good demand for it. Lettuce is down somewhat. It is moving fairly well, but supplies are more generous now. Parsnips are down five to ten cents. Cucumbers are in good demand, particularly for better class trade. Spanish onions are unchanged. They have had a good run. Potatoes are a trifle easier. Hothouse rhubarb is now thoroughly established, and has a good demand. Cold weather helped vegetable trade considerably this week. Potatoes and cabbage and cauliflower in particular appeared to benefit.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 40	0 50
Carrots, bag	0 50	0 60
California cauliflower	3 25	3 50
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 50	2 75
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50

(Continued on Page 45.)

Fish and Oysters

Cod Higher: Filleted Haddie Scarce

Cod in Toronto, is Scarce and Up a Cent—Haddie Hard to Get—Oysters Are Quiet Again—Lobster is Firmer—Cold Weather Not as Effective as It Might Be.

MONTREAL.

FISH AND OYSTERS.—Demand in general is normal, and prospects are for large turnover as usual from now until the end of the month, which is the Lenten period for buying fish. Frozen stock is moving quite freely; still, the prices do not show any upward movemeut. Pickled and salt lines have been considerably diminished, with prices a little higher. Stormy weather on the east coast has completely cut off the supply of fresh lobsters and haddock. Consequently prices have gone up. Haddock is now quoted at 7c., and medium and large lobsters at 32c. Small lobsters are not so badly hit, and are still quoted at 20c. Reports are that so much frozen fish has been shipped to England from the west coast that prices on halibut and salmon may rise at any moment. Oysters, both bulk and shelled, are quiet at steady prices.

TORONTO.

FISH AND OYSTERS.—Business is getting somewhat brisker, as Lent approaches, but is not up to normal. Many things affect the fish business. The hotel trade is a factor; and inasmuch as hotels are quieter this year and fewer people are traveling, the fish business, from this point of view, is suffering. Then, too, there are fewer restaurants, although probably what there are are bigger and better. This year the retail fish merchant is relying on his over-the-counter trade more than ever, and this is reflected in the business of the wholesaler. Lobster is still high and seems to be scarce. Fillets of haddie are very scarce, and we quote 12c. One or two are getting more than this. Nova Scotia cod is hard to get, and is up one cent at 10c. Several lines that have come from Nova Scotia hitherto, have to be bought in Portland, and of course, prices are boosted. Lobster will get scarcer and higher from now on. Smelts are moving well, particularly in large sizes. Ciscoes, too, are in demand. Oysters are slower again, partially because we are coming to the end of the season for banquets, dinners and so forth. The cold weather is not helping as much as it might be expected to help.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07	.08-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07	.08-.10
Haddies, fillets, per lb.	.09	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.13-.11	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Coboes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09¼	.10
Mackerel, bloater, per lb.	.08-.08¼	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.04½-.05	.07-.08
Steak codfish, per lb.	.05½-.06	.10
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.12	.16-.20
Herrings, per 100 count	2.50	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	9 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	11 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 50
Live lobsters, medium and large, lb.	0 32	....
Boiled lobsters, medium and large	0 34	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 07-	0 08—0 09
Carp	0 10	....

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.09	.10
White fish, small tullibees, per lb.	.06¼-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.07½-.08	.09-.10
Pike, dressed and headless, lb.	.06-.06¼	.07
Pike, round, per lb.	.05½-.06	.07-.08
Tom cods, new, per bbl.	2 00	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lh.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 76	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—Business in this line has been satisfactory. The cold weather, of course, is exactly what is needed to increase sales. No changes in price to any note have been struck during the week.

Fish—			
New fresh jackfish	....	0 03¾	
Lake Superior herring	....	0 03½	
New tulibees	....	0 04	
Fresh mullets	....	0 03	
Fresh whitefish	....	0 08½	
Fresh pickerel	....	0 07½	
Trout	....	0 12½	
Gold eyes	....	0 03½	
Halibut	....	0 12	
Frozen halibut	....	0 09½	
Salmon	....	0 12	
Frozen salmon	....	0 10	
Fresh cod	....	0 10	
Fresh smelts	....	0 11	
Oysters, per gal.	....	2 00	
Shell oysters, per cwt.	....	2 00	
Shell oysters, per bbl.	....	17 00	
Haddies	....	0 09	
Haddies, fillets	....	0 12½	
Bloaters, per lb.	....	1 50	
Kippers, per box	....	1 75	
Ocean herring, lb.	....	0 06	

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Butter Due to Advance

Montreal and Toronto Markets Very Firm on Butter—Eggs Lower, New Laids in Particular —The Question of Chicago Competition— Cheese Exceptionally High — Poor Season for Honey.

MONTREAL.

PROVISIONS.—Hogs, dressed, abattoir-killed, can be bought from 11.25 to 11.50, and the market is pretty firm. One house has advanced its price on Windsor bacon, but that may be a purely local condition. The same might be said regarding a reduction of ¼c. in the price of pure lard by the same house. On the other hand, the opinion is expressed that prices of pure lard are lower than they should be. Twenty-lb. pails are quoted to retailers at 2.50, whereas they could not be brought in from Chicago probably for less than 2.70. However, there is a good trade passing at this figure, but it is hardly likely much money is being made by packers at these figures. Hogs are said to be cheaper now for the time of the year than for some years past, and with a good demand for pork products from Great Britain, it is not unlikely that a higher market will be seen. Prices on the whole remain about the same as a week ago.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 24
Boneless	....	23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 28
Shoulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per**	**bbl.**
Heavy short cut mess	....	27 00
Heavy short cut clear	....	27 00
Clear fat pork	....	29 00
Clear pork	....	26 00
Lard, Pure—		
Tierces, 360 lbs., net	....	0 12
Tubs, 50 lbs., net	....	0 12¾
Boxes, 50 lbs., net	....	0 12¼
Pails, wood, 20 lbs., gross	....	0 12½
Pails, tin, 20 lbs., gross	....	0 12
Cases, 10-lb. tins, 60 in case	....	0 12¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 13
Bricks, 1 lb., each	....	0 13¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09¾
Tubs, 50 lbs., net	....	0 10¼
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	0 10½
Pails, tin, 20 lbs., gross	....	0 10½
Cases, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¼
Bricks, 1 lb. each	....	0 12¼
Hogs—		
Dressed, abattoir killed	11 25	11 50

BUTTER.—A firm market, and while we quote 33c for finest creamery, there are some houses asking 34c. This high price does not appear to be interfering with the consumption. Higher markets are looked for.

Butter—		
Finest creamery	....	0 33
Dairy butter	0 27	0 28

CHEESE.—Prices touched record heights this week when 18-19c was asked for new made, 20-21c for old specials, and 19-20 for Stilton. A considerable quantity of American cheese is being brought in.

Cheese—		
New make	0 18	0 19
Old specials, per lb.	0 20	0 21
Stilton	0 19	0 20

EGGS.—One of the most important events in the produce market this week was a decline in eggs, due in a great measure to fairly large receipts of new laids, as well as to the fact that, as it is getting late in the season, holders of storage eggs are anxious to get them off their hands. This brought the price of new laids down to 33-34, selects 31c, No. 1's 27c, and splits 20c. In Chicago, eggs are down to 26c, and if they get as low as 24c, it will be possible to import them profitably. It was stated last week that if a further decline took place in the egg market it would be impossible to bring more Chinese eggs in, yet it is understood that several cars are now on the way, and will be offered by the end of the week. Those last week were cleaned out for around 24c, but these new arrivals must sell more cheaply with the egg market in its present weak state. While the public are buying Chinese eggs, they prefer the Canadian egg as it is larger and better, and size is an important factor. Their quality, however, is fairly good. In view of these facts, an easier egg market is likely.

Eggs, case lots—		
New laids	0 33	0 34
Selects	....	0 31
No. 1s	....	0 27
Splits	....	0 20

POULTRY.—Prices have not changed much since last week. Whereas the demand for dressed turkeys is slow, prices are remaining very firm, bringing as high as 23-24c, and even 26c. No great amount of anything is selling, and stocks are practically all in. Chickens are selling about as well as anything, and live fowl are going fairly well. The Jewish people are not buying as heavy as they did a year ago, claiming that money is scarce. The close season is on for rabbits, and about ten days after the first of the month will be allowed to clean up surplus stock.

Fresh Stock—	**Live.**	**Dressed.**
Fowl	16—18	14—18
Spring chicken	14	14—18
Fancy, crate-fed chickens, 5 lbs.	14—15	19—20
Turkeys, fancy	15—16	22—25
Ducks	12—18	14—18
Geese	13—14	14—15
Pigeons, pair	.....	35
Squab pigeons, pair	.....	45
Rabbits, pair	.....	30—35

TORONTO.

PROVISIONS.—Lard is a trifle easier in pure, but firmer in the compound. Boneless backs are easier, and slightly lower. We quote 24 cents as a top price, rather than 25. Hams are firm. There is good business in cooked meat.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 16	0 17
Large, per lb.	0 14½	0 15
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 17½	0 18
Roll, per lb.	0 14	0 15½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12¼
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—The market remains firm in all grades. In creamery stocks are very low, and the make is by no means large. Market is due for an advance, and it will advance if the public will stand for it. There is a good deal of export, chiefly to Britain. We quote separator at one cent higher than last week's level, and choice dairy prints and solids have firmed up considerably. A bullish factor in the situation is the position of storage stocks in America. Storage stocks every where seem to be light.

Butter—		
Creamery prints, fresh made	0 34	0 35
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 18	0 20

CHEESE.—Market is firm and likely to remain so. Prices are a quarter of a cent higher than those of last week, which, already, were the highest this country had known. Export business is heavy. Britain evidently has little Canadian cheese on hand, and wants all she can get. And retailers here are but lightly stocked.

Cheese—		
Old, large	0 18¾	0 19
Old, twins	0 18¾	0 19½
New, large	0 18	0 18¼
New, twins	0 18¼	0 18½

EGGS.—Eggs all through are considerably easier. Deliveries have been much better this week. Hens are laying now, and right along we ought to see cheaper eggs, particularly new laids. Storage receipts are increasing both in the States and Canada, and this will tend to lower the price of these, too. There is some competition from Chicago, apparently. Chicago merchants offer new laids at 25 cents, and that means a price of only 29 cents laid down here in Toronto. New laids will have to accomodate themselves.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 34	0 35
Selects	0 31	0 32
Straights	0 28	0 29
Trade eggs	0 24	0 25

POULTRY.—Prices remain more or less firm. Deliveries are exceptionally heavy, but light demand balances up in some sort. Free stuff is coming in so freely that dealers so far have had little recourse to their storage stocks. Live and dressed stuff still sell at the same price. Chicken is in special favor this week and fowl.

Fresh Stock—	Live.	Dressed
Fowl	0 12—0 14	0 12—0 14
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 16	0 18—0 20
Turkeys, fancy	....—....	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 .7
Ducks	0 12—0 13	0 12—0 15
Geese	0 12—0 13	0 15—0 16

HONEY.—During 1914 instructions and material for conducting co-operative experiments in beekeeping were sent to 541 beekeepers by the Provincial Apiarist. Morley Pettit.

The season of 1914 will go down in the history of Ontario beekeeping as one of the poorest for honey production ever known. Bees wintered better than usual and a better spring for building up could not be desired. In some sections clover bloomed profusely but there was very little honey anywhere. The average crop reported for the province was about 16 lbs. per colony, as opposed to an average of over 100 lbs. per colony in 1913. As usual the average crop reported by experimenters is much better than the general average, the experimenters reporting on their crops having a 35-lb. average. This will, of course, be modified by the fact that many experimenters became discouraged and sent no report.

There were 541 experimenters. These had in the spring of 1914, 15,490 colonies of bees, an average of 28.6 colonies each. Forty-five of these persons have kept bees for 25 years and over; 88 between 10 and 24 years; 93 between 5 and 9 years, and 180 under 5 years. One hundred and thirty-five did not report the number of years they had kept bees. There is a great variety of hives kept, but 341 experimenters have their bees in Langstroth hives.

In all there are 7,222 colonies of Italian bees, 5,422 crossed Italian and black bees, and the balance, 2,846, are principally common black bees. This shows a marked gain in the number of Italian bees kept.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	0 12	0 12½
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

FRUIT AND VEGETABLE MARKETS

(Continued from Page 42.)

Celery, California, case	4 25	4 50
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	4 00	4 25
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 26
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	....	3 25
Parsnips, Canadian, bag	0 55	0 60
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	....	1 25

WINNIPEG.

FRUIT AND VEGETABLES.—Retailers apparently are selling good quantities of staple lines. Wholesalers, indeed, declare that the trade for this time of year has been remarkably good. The depression does not seem to have hit them to any extent. There are no very remarkable changes in price. Grape fruit tends somewhat lower, and California navel oranges are from 25c to 50c down. Both these lines are moving well.

Apples—		
Washington	....	1 25
Apples, bbls.	3 00	5 00
B. C. box apples	....	1 50
Cranberries, case	....	2 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	7 00
Grape fruit	2 75	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	2 75	3 00

VEGETABLES.—The only change in price here is in Valencia onions, which have advanced 50c. They are scarce and the demand is heavy. For cabbages, head lettuce, cauliflower, etc., the demand continues brisk.

Celery, California	....	6 00
Cabbages, per lb.	....	0 02
Cauliflower, per doz.	....	2 00
Head lettuce, alifornia, per doz.	....	1 25
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 25
Valencia, per case	5 00	5 50
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	....	0 06
Tomatoes, California, per case	....	3 00
Honey, comb, per case (24 sections)	....	5 50

FLOUR AND CEREAL MARKETS.

(Continued from Page 46.)

turn out an interesting market. Most cereals are very firm.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Grabam flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 70	3 90
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—All feeds are very firm, and stocks are very light. In fact there is a shortage, and because demand is so strong, millers have to ship only mixed cars. Feed flour is exceptionally strong. At time of writing we quote $1.85 and $1.90, but it may advance at any time.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30.00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREAL.—Since the last market was written, a number of changes in the price of flour have been made, these resulting from the rapid rises wheat took on the Winnipeg market. Flour is now quoted at $7.70. A further advance of 30c seems quite likely. Millers say this must be struck if wheat closes on the local market at $1.60. So far it has failed to do so, but as this is written, transactions are taking place on the exchange considerably above this figure.

Summing up, this whole market seems very uncertain. The dealer who wants to insure having flour at the best price has a difficult decision to make. It is quite likely that flour will advance to $8. On the other hand, laying in a large supply at the present quotations of $7.70 might prove bad policy—for even if this further advance comes, there is quite a possibility that declines will follow shortly.

Manitoba Wheat Flour—	Per bbl.	
Best patents	....	7 70
Second patents	....	7 10
Low grades	....	5 10
Rolled oats, 80's	....	3 20
Standard oatmeal, 98 lbs.	....	3 95
Cornmeal, 98's	....	2 50

Flour and Cereals

Manitoba Flours a Shade Steadier

A Slight Steadying Movement on the Part of Manitoba Flour Brings Price Slightly Lower—Another Advance of Forty Cents for Ontario—Rolled Oats Are Very Firm—Mixed Cars, Only, of Feed.

MONTREAL.

FLOUR.—Considerable curiosity was shown by the trade in an inquiry received by millers asking for statement regarding amount of flour they had in hand. Milling companies were very reticent on the subject, refusing to express an opinion why this inquiry had been made. In some quarters it was stated that the inquiry had come from the Imperial Government. The information was asked for on Saturday last, and was required first thing on Monday morning. Not only has the domestic demand been heavy of late, but the amount of flour and wheat exported abroad has been enormous, and would have been heavier had there been sufficient bottoms to ship it. This exceptional demand has caused the wheat and flour markets to attain the record prices of the past week. Supplies are therefore lower than they have ever been before, and it is natural that the Government should at this time be making inquiries as to the supplies available for the future, and to get an idea of what prices are likely to be. All kinds of extreme views are being expressed as to the object of the Government in making this investigation, none of which can have foundation. During the early part of the week the market was easier. Wheat dropped a point, but it has been dropping and jumping right along, on one occasion jumping five points in one day. If it goes up again, a further advance in flour may be expected. Winter wheat flour continues high, with a big demand, but hard to get. Eight dollars per bbl. is being quoted for small lots.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 10
Second patents	7 60
Strong bakers	7 40

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	8 00	8 20
90 per cent., in wood	8 00	7 75
90 per cent. in bags	3 65	3 75
Straight roller	7 00	7 25
Blended flour	6 85	7 35

CEREALS.—Oat market has shown an upward tendency of late, and naturally rolled oats have followed. Good inquiries are coming in, but some difficulty is experienced in securing supplies. The recent storm interrupted business, and the fact that bigger prices are being secured for export is having a bad effect on domestic supplies. Package oats are being quoted at 4.75 per case, this being an advance of 25c. Retailers in many cases are still selling large size packages at 25c or 28c, whereas millers insist they should make at least 30c, if they are to make any profit. Keen competition continues owing to the entry into this field of a western mill. Sales of rolled oats in bulk are being made at 3.50 for 90's in jute.

Cornmeal—	Per 98-lb. sack
Gold dust	2 30
Unbolted	.... 2 15
Rolled Oats—	90's in jute.
Small lots	3 65 ....
25 bags or more	3 50 ....
Packages, case	.... 4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 65
Hominy, per 98-lb. sack	.... 2 75

FEEDS.—Prices of several feeds were advanced late last week owing to a big demand from buyers throughout the country, and quite an active business is being done. Sales of bran are being made at $27, but the quotation of the big millers is $26. The same in the case of shorts; sales are being made at $29, whereas we quote $28. There is no change in moulee, but the tone of the market is firm. Some idea of the state of the oat market can be gauged from the enormous advance made during the past week in the price of feed oats, which are now quoted at 77c.

Mill Feeds—	per ton
Bran	26 00
Shorts	28 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	43 00
Barley chop, ton	38 00
Feed oats, cleaned, Manitoba, bush.	0 77
Feed wheat, bag	2 35

TORONTO.

FLOUR.—The upward movement in flour this week has been confined to Ontario winter wheat flour. Manitoba flour has steadied somewhat, and is actually a trifle lower than our last week's quotations. First patents are worth $8.00. Market is very firm at that, and an advance rather than a further decline is looked for. As to Ontario flour that is up still further. One firm has jumped their prices another 40c a barrel, and are getting lots of business at enhanced prices. Ontario is now $8.00 for fancy patent so that it is practically selling at figures which apply to Manitoba. It has to be remembered, apropos of figures, that practically each firm has its own. There is no knowing, from day to day, what Ontario flour mill sell at. All that is known is that prices are going up, and apparently must go up as long as the farmer holds out for them. The millers are not to blame. They have to pay the farmer what he asks, because demand is so heavy. Export business is lighter again. Would-be importers in Britain balk at the prices. There are lots of enquiries, and some of them are near the mark, but they fall short, and millers this side will not shade prices. They don't need to.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	8 20	8 00
Second patent	7 70	7 50
Strong bakers	7 50	7 40

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	8 00	7 80
90 per cent.	7 80	7 60
Straight roller	7 60	7 40
Blended flour	7 60	7 60

CEREALS.—Rolled oats are feature of an all-round strong market. They are very scarce, and an advance is looked for shortly. Export demand as well as domestic business is good. Package oats are up 25c. Barley is a good deal firmer, and there is a big demand. Barley may

(Continued on Page 45.)

OUR REPUTATION

is built on our square dealings with large and small dealers without discrimination. Your money has the same purchasing power as your competitor's.

SEND US A TRIAL ORDER TO-DAY

We guarantee the lowest possible prices consistent with quality.

TILLSON'S OATS

A Food **Not a Fad**

Are always uniform in quality and flavor.

RAINBOW FLOUR *For Bread*

LILY AND GOLD SEAL FLOUR

For Pastry

FREE!

Upon written request for same we will send you an attractive window display, charges prepaid. We also have a limited number of Tillson's Oats Calendars. Drop us a postal if you wish one, they are going fast.

Remember to sell
Canadian Products Made in Canada By Canadians

OUR MOTTO
QUALITY—THEN PRICE

Canadian Cereal & Flour Mills, Ltd.
TORONTO

LENT

Starting with February 17th, there will be an increased demand for macaroni.

Window and counter displays of *Made-in-Canada* macaroni will be very effective at this time, bringing a pleasing increase in sales.

L'ETOILE
(Star)

and

HIRONDELLE
(Swallow)

brands are Made-in-Canada from Canadian wheat. They not only supply a substitute for meat during Lent, but make a most economical, healthy, tasty food at all times.

Flour is Up!

But we are still filling orders at the old price and will continue to do so while our present supply lasts.

Order through your wholesaler.

C. H. Catelli, Limited
Montreal

AGENTS

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SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 30

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.55
3-lb	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each conpon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weigbt 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weigbt 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weigbt 85 lbs.	3 30
King's Food, 2 doz. to case, weigbt 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weigbt 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weigbt 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weigbt 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 60
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

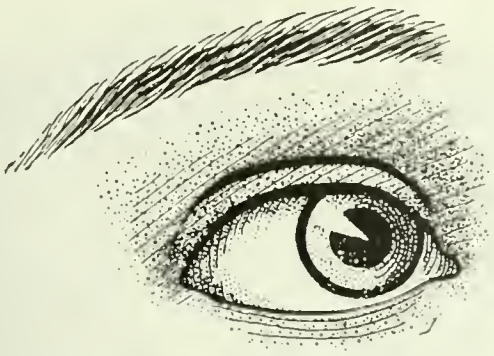
THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35



Mr. Manufacturer,

Keep your eye on the West

Don't overlook the big trade possibilities in this fast-growing country. Get your goods before the buyers. We are in close touch with the trade and can put your lines in solid.

Our many representatives throughout the three Provinces make daily calls —nothing is missed. We get the business for you and deliver the goods promptly from our six large warehouses in the various centres.

Let us advise of the Western prospects of your line—drop us a card for particulars and terms.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office: Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver

More Profitable Lines Never Left Your Shelves—

and left them more speedily

The favorite of careful housewives

The value of the Malcolm Lines of Condensed Milk and Coffee rests not so much on the profit of an individual sale, but on the accumulative profit of the larger sales it produces. Malcolm products move from your shelves quickly and continually. To push the Malcolm Line with any degree of vigor means unusual good profits and continued custom. Check over the lines you require and replenish your stock to-day. We deliver in 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

ORDER NOW

The Malcolm Condensing Co., Limited, St. George, Ont.

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.

SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is $1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weigbt 80 lbs.	37½
1 lb. tins, 2 doz. to case, weigbt 35 lbs.	

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weigbt 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weigbt, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weigbt 4 lbs.	2 00
2½ oz bottles, per doz., weigbt 6 lbs.	2 30
4 oz. bottles, per doz., weigbt 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weigbt 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

Sanitary Cans

"The Can of Quality"

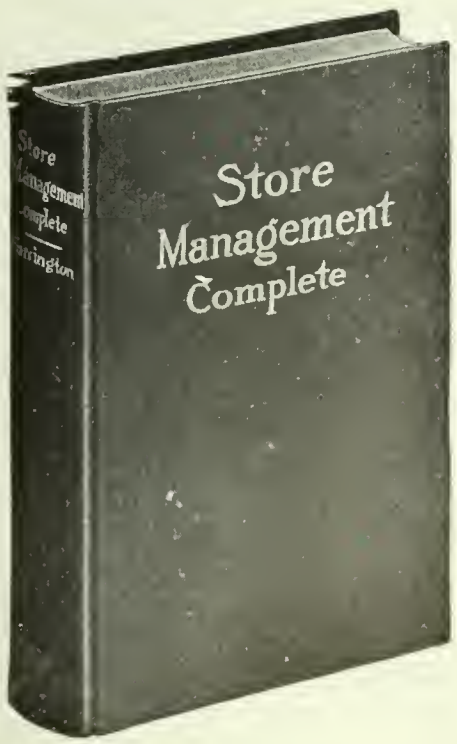
Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-153 University Avenue TORONTO

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

COOK'S FRIEND BAKING POWDER

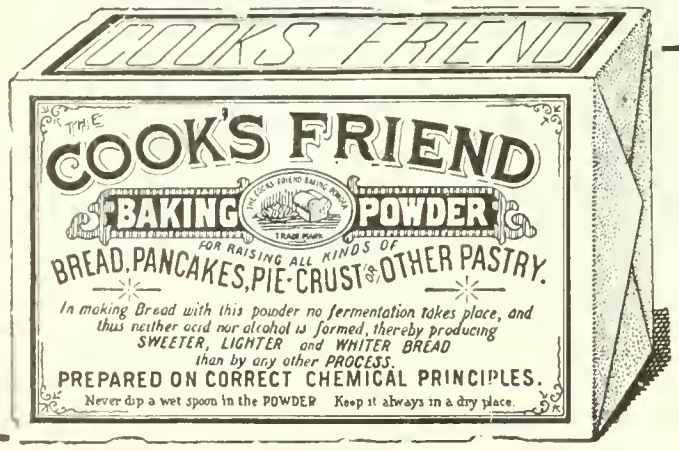
A leader for over Fifty Years

BECAUSE :—

It conforms to Pure Food Laws the world over; it is made from PURE GRAPE CREAM OF TARTAR and contains no alum or other dangerous or questionable acids.

The BEST ought to be good enough for your customers, especially when it costs no more than other brands of unknown quality, and is equal to imported powders at double the price. MADE IN CANADA and NOT by a FOREIGN TRUST.

W. D. McLAREN, Limited, Montreal


COOK'S FRIEND
THE COOK'S FRIEND
BAKING POWDER
TRADE MARK
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER Keep it always in a dry place.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 35

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs., of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

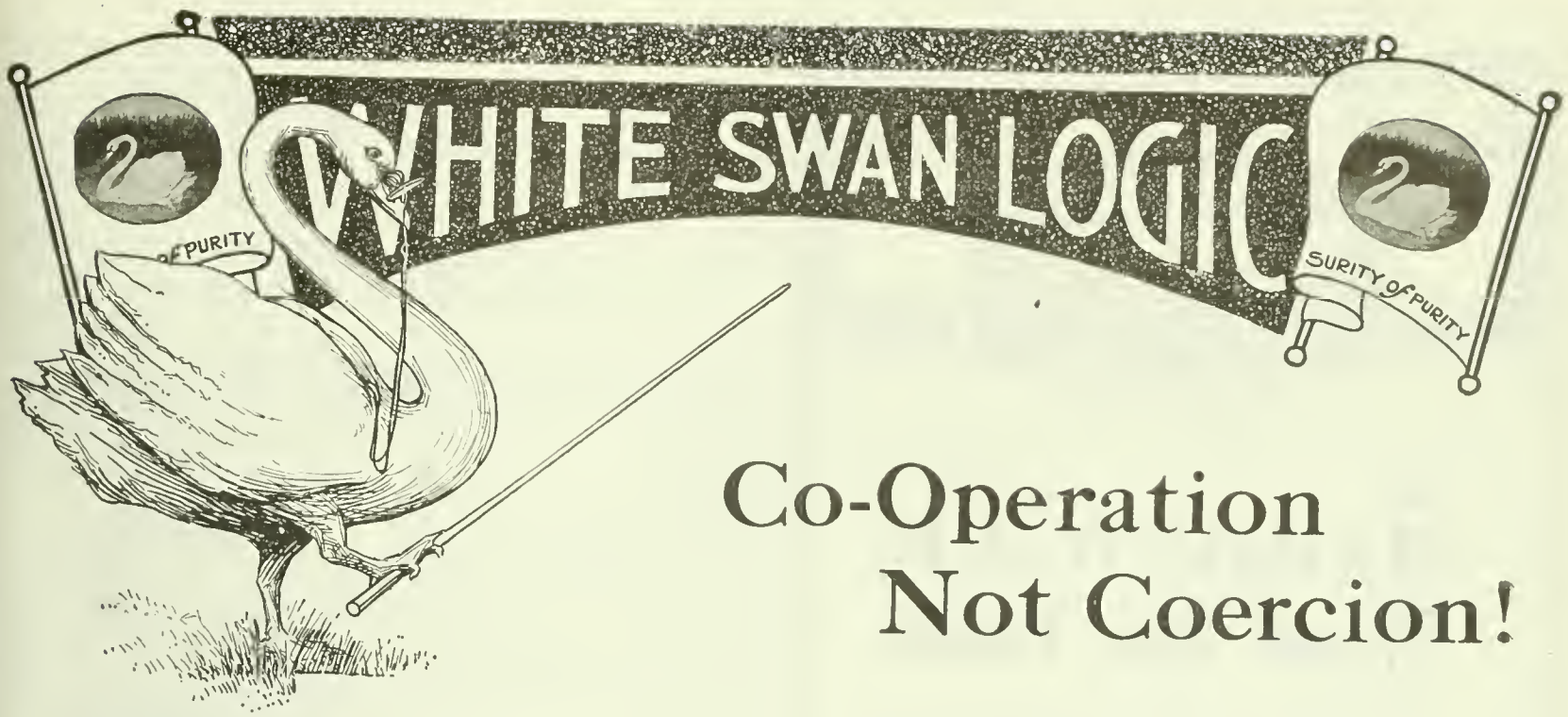
Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)



Co-Operation Not Coercion!

Manufacturers who neglect the dealer and make the mistake of trying to "Force" the trade are on the wrong track. That is "Coercion." CO-OPERATION is helping the dealer to sell your goods.

We have already explained our Yeast Cake proposition in detail (See Canadian Grocer issues, January 1st and 8th). We would now like to extend to you a direct service in disposing of the goods to your customers.

Send us in a list of 25 or 30 names of your good customers who bake bread and we will send to each one a personally addressed letter, enclosing a card with your name on it, instructing her to call on you for a free sample of WHITE SWAN Yeast Cake—sufficient to make 6 loaves of the finest, lightest and whitest bread. We will supply you with free samples to be given out.

In the letter we explain what the expiry date on every package means to her. We point out that all yeast deteriorates with age, and we warn her to be careful never to use old Yeast.

We show her that with the expiry date she takes no risk of spoiling a batch of bread and then complaining to you about the Flour.

This sampling is not an experiment—it's the best kind of direct advertising—as nothing convinces the consumer quite so much as an actual trial of the goods.

Customers come into your store to get "Something for nothing," and you're going to have the opportunity at least of selling something else. She is going to try the sample because she is already interested in the Yeast from our letter.

Some dealers have said they are glad to send the list of names into us, as even if their customers did not call for samples our letter helped advertise their store.

The samples should be given out only to those who call with the card. Some of our customers have made the mistake of just handing them out to anybody, and then when the cards were presented they did not have enough samples left to go around and have had to write us to ship them a further supply in a hurry.

Listed at $1.20 per case of 3 dozen 5c packages. A due bill in every case, reducing the cost to $1.06 per case.

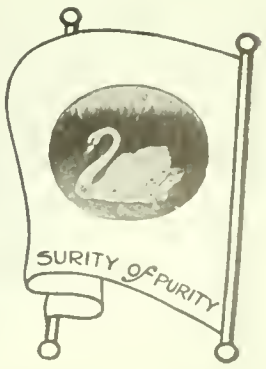
ALSO packed in trial-sized cartons, containing 1 dozen 5c packages, 45c. We will gladly mail you a carton along with samples, all charges paid. We will also supply you with an attractive hanger for the asking.

Send in the list of names right now, and start selling the Yeast Cakes that net you a profit of 70%.

Our unqualified guarantee accompanies every sale, and you are permitted to return at any time any White Swan goods that are not found exactly as represented or which prove unsatisfactory in any way.

For further information write

White Swan Spices & Cereals, Ltd.
Pearl Street, TORONTO



Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "**BRUNSWICK BRAND**" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines	Kippered Herring
¾ Mustard Sardines	Herring in Tomato [Sauce
Finnan Haddies	Clams
(oval and round tins)	Scallops

CONNORS BROS., LIMITED

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
CONNORS BROS. LTD.
Diploma awarded at St John Exhibition 1870
THIS SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz.. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder. 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder. 4 oz. pack.. 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars. 12 doz. per case, $5.40; Petrolatum, 5 oz. jars. 6 doz. per case, $5.40; Ocean Cough Syrup. 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire bandles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case... 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polisb, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black aud Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO. East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, aud ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7½s, butts 9½ lbs., boxes 4 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s.	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 80

UPTON'S

ORANGE MARMALADE

1915 pack now ready.

Order early.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

OUR SPECIAL WEEKLY SALES OF

Golden Orange Brand SUNKIST ORANGES

give you the opportunity you have been looking for to make your store the fruit centre of your town.

The demand for Sunkist fruit has already been created by an extensive advertising campaign.

We are offering each week Extra Fancy fruit to fill this demand at specially reduced prices. Ask us about window display outfits.

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HUGH WALKER & SON

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

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HALIFAX, NOVA SCOTIA

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Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

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Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

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TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

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FOR AGENCY, WRITE

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The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

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Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

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STUART'S

Jams, Jellies and Marmalades? We have a limited stock of the popular 12-oz. tumblers. Write for price list.

FEARMAN BROS., Agents,

66 YORK ST., - - - HAMILTON, ONT

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
48 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

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Contractions count as one word, but five figures (as $1,000) are allowed as one word.

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THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

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EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto

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WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

MAKER OF JAMS, PICKLES, SAUCE AND sundries, recently arrived from the Old Country, wants position. Highest references. Apply X. Y. Z., Canadian Grocer, Montreal.

WANTED TO HEAR FROM OWNER OF good general merchandise or grocery store for sale. Send price and particulars. D. F. Bush, Minneapolis, Minn.

GORDON McDONALD & CO., 13 NORTHumberland Alley, Fenchurch Street, London, E.C., are buyers, for cash, of all kinds of dried vegetables, also a mixture of same called Julienne, in 1-cwt. bags, c.i.f. London, cash against documents. Samples and correspondence invited.

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The many uses and economy of

MAPLEINE

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Mason & Hickey 287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO. SEATTLE, WASH.

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JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND

AGENTS

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ALLISON COUPON BOOK'S

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

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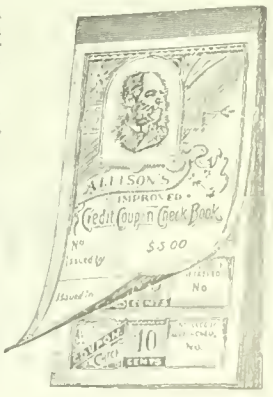

For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

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1c per word, subsequent insertions.
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Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

"St. Nicholas"

The Lemons of Merit

J. J. McCABE
Agent
Toronto

The Best Proofs

of the PRE-EMINENCE of the

Continental Grocery Bags

are the bags themselves.

Manufactured for those who use the best.

Ask the man who uses them

The Continental Bag & Paper Company, Limited
Manufacturers OTTAWA
Branches, Montreal and Toronto.
Agencies throughout Canada.

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H.J.HEINZ COMPANY
Canadian Factory:—Leamington, Ont.
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DURING LENT

Make extra profit by featuring Canned and Salted

FISH

"VICTORIA" Brand

Red Sockeye Salmon at $2.25 doz.

Best quality on the market. Will you be the judge? If you are a buyer, favor us with your name and address. We will send you prepaid a one-pound tin of "Victoria" Salmon, so that you may try it on your own table. Do it to-day!

Get also our prices for:

Red Salmon, 1s; Pink Salmon, 1s; White Salmon, ½s

To retail at 15 cts. To retail at 10 cts. To retail at 5 cts.

These three lines are very good values and our prices allow you a liberal margin of profit.

"VICTORIA" Brand—Smoked Norwegian SARDINES

In pure olive oil, ¼s. To retail at 2 for 25 cts.

Should be offered when quality is asked for.

SALT FISH

In Barrels and Half-Barrels.

Labrador Salmon—

Very Choice Herrings

No. 1 Large and No. 1 Medium Codfish.

No single transaction considered closed until you have complete satisfaction. If it is not right, this house will make it so.

Rock bottom prices. Prompt delivery. Good service.

LAPORTE MARTIN, LIMITÉE

568 St. Paul St. MONTREAL

Telephone, Main 3766

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is a guarantee against hard times. Many persons of moderate income are increasing their salaries by representing us during their spare time. Our representatives are earning from five to thirty dollars a week during their off-time by taking new subscriptions and renewals for MacLean's Magazine and The Farmer's Magazine among their friends and acquaintances.

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The Agency Division

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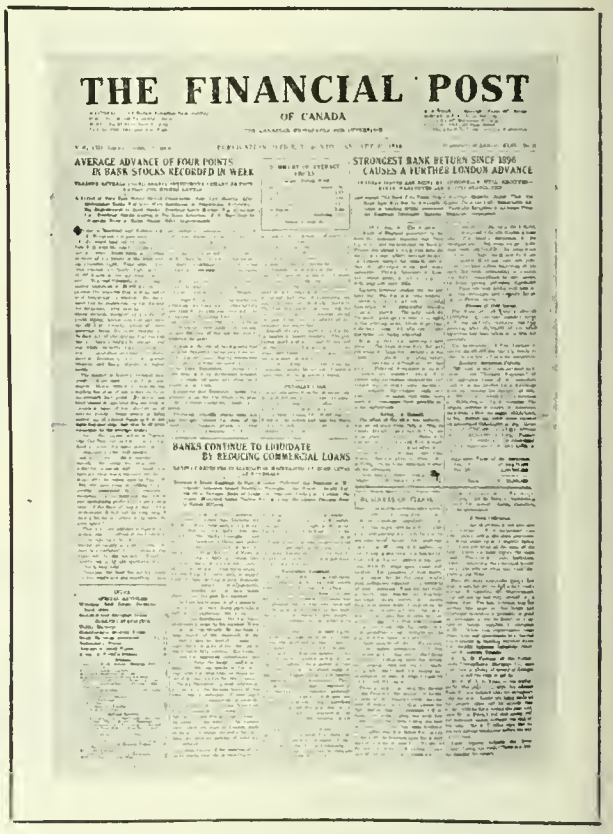
The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.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OF CANADA

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STRONGEST BANK RETURN SINCE 1896 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

Annual Subscription $3.00 the year

Date 1915

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Box No. .....

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C. G.

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has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

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The Financial Post

of Canada

serve you at least during the next four months.
Write for a free sample copy or

Sign ← the attached Coupon and return

to us with one dollar for four months, or if more convenient pay on receipt of bill.

Our advertising flashes into every corner of the country like a search-light and hunts out customers for GOLD DUST. The cleansing power of GOLD DUST, backed up by this persistent publicity, causes steady sales. Be sure to keep GOLD DUST prominently displayed at all times. If you don't the grocer who does will get the greatest benefit from this advertising.

THE N.K. FAIRBANK COMPANY LIMITED

Do you stock them?

BRASSO.

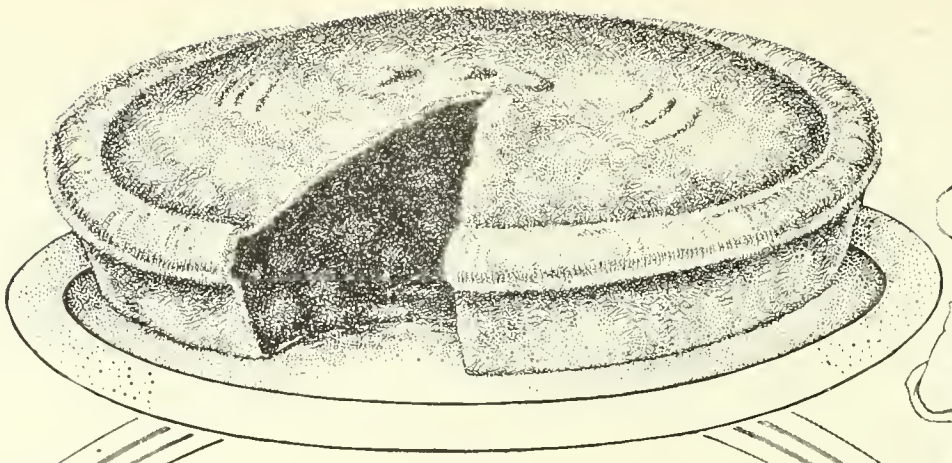
The BRASSO touch means so much towards lightening the labour and brightening the article. "One touch of BRASSO makes the dull brass bright.' BRASSO is the reliable polish that sells so quickly —do you stock it?

ZEBRA.

ZEBRA is the polish for brightening stoves. The demand for ZEBRA is constant because it is in daily use wherever a polish of perfection is appreciated. Every tin is a tin of QUALITY, this is why there is an ever-increasing demand. It will pay *you* to lay in a stock of this quick selling line.

It will pay you to do so.

RECKITTS (OVER SEA), LTD.,
122 Wellington Street West,
TORONTO



To Pry Open New Profits

The wedge of pie shown here is most excellent.
Show us the woman who makes poor pies and you show us a poor consumer of flour. Her bag or barrel lasts longer than the successful pastry maker's. As a customer she does not increase your turnover as does the triumphant user of

FIVE ROSES FLOUR

NOT BLEACHED—NOT BLENDED

Pies and pastries are a luxury that FIVE ROSES has made a necessity in almost a million homes. A wedge from a FIVE ROSES pie opens up new profit opportunities to the wide-awake retailer. The best way to increase profits is to sell a flour that *automatically* increases your turnover—a flour that rouses every baking instinct in the ambitious housewife.
The FIVE ROSES habit is the consumer's happy march from one baking success to the next—bread, and cakes, and pastry. The index in the FIVE ROSES Cook Book gives all the delightful details. The flour that coaxes the *first-time* customer and compels the *repeat*, isn't that the flour for YOU to sell?

Ask your jobber or write our nearest office.

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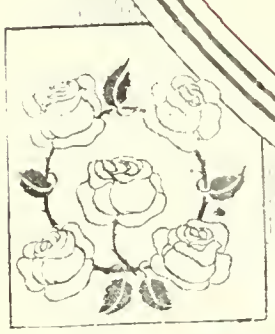
MONTREAL *"The House of Character"* **WINNIPEG**

**Toronto, Ottawa, London,
St. John, N.B., Quebec, Sudbury,
Keewatin, Calgary, Vancouver,
Fort William, Medicine Hat,
Portage La Prairie**

Daily Capacity 13,600 bbls.



PIES and Pastries—over 40 different kinds of Pie—think of it, ye pantry pirates. And all the toothsome directions for pastry baking and crust making. That's why the famous FIVE ROSES Cook Book is the kitchen bible of almost 200,000 Made-in-Canada housewives. Daily the FIVE ROSES Advertising Department is mailing out hundreds of these 144-page baking manuals, in order that every single user may learn to use a perfect product to the best advantage. Thereby we hope to increase the turnover of every retailer who has "seen the light."

CANNED FOODS NUMBER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX PUBLICATION OFFICE: TORONTO, FEBRUARY 19, 1915 No. 8

Make Your Made-in-Canada Displays Pre-eminently Canadian

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PRINCIPAL DOMINION CANNERS' BRANDS

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(Aylmer)

"Maple Leaf"
(Delhi)

"Quaker"

"Lynn Valley"
(Simcoe)

"Little Chief"

TO-DAY Canned Fruits and Vegetables are the cheapest and best food value on your shelves. They were **never cheaper.** They **will** be dearer.

BUSINESS with you can be made **more profitable right away** if you **take advantage of your opportunity.**

You will find the **key** to your **increased profits** in this issue of the "Canadian Grocer."

Note particularly **that many Grocers** have quadrupled their sales of Canned Foods by

1. **Demonstration of special lines** to the Housewives—as showing contents of cans in glass dishes.
2. Making reduction in price for **sales in case lots.**
3. **Sticking to well-known, long-established,** guaranteed quality **Brands** of Canned Foods, such as **"Aylmer," "Quaker," "Little Chief," "Simcoe,"** and **"Delhi."**
4. Making **attractive window displays.**
5. Stocking DOMINION CANNERS' Brands and thus **increasing prestige.**

You **can** get a **better price** for DOMINION CANNERS' Brands.

You have **satisfied customers** by selling DOMINION CANNERS' Brands.

QUALITY GUARANTEED.

Dominion Canners, Limited, Hamilton

The Preference for Codou's

reflects the excellence and quality of every ingredient used, and the skill, care and attention bestowed in the making.

Whether you handle the vermicelli, spaghetti, macaroni, or all of the delicious paste products that bear the name "Codou," you'll find them increasing in favor the better they become known in your locality, and especially in these days when economy is an important factor.

Codou's is produced from the heart of the finest Taganrok wheat—the best in the world for the purpose. Made in Marseilles, by French experts who have devoted their lives to the perfecting of paste products of quality.

Codou's will just captivate even your most exacting customers. Codou's never gathers dust on your shelves—it moves *quickly*.

Write your wholesaler *to-day*.

Arthur P. Tippet & Co.
Agents -:- Montreal

COX'S
Instant Powdered
GELATINE

The good housewife will be grateful to you if you will suggest something delicious and appetizing to take the place of preserved fruit until the fresh fruits come in again.

Tell her about the toothsome delicacies she can prepare by using COX'S GELATINE in combination with oranges, bananas, pineapples, richly preserved figs, and various other imported fruits. You can help her out and make a profit at the same time. Try it.

COX'S
INSTANT POWDERED GELATINE
GUARANTEED ABSOLUTELY PURE and the highest quality manufactured. Unrivalled for making RICH CRYSTALLINE JELLY and many other Dainty Dishes.
SOLD TO THE PUBLIC IN PACKETS ONLY.
This Packet contains a Sheet of Recipes of guaranteed excellence, giving full directions how to make a number of delightful Sweets and Savories.
Each Genuine Packet bears the MAKERS' SIGNATURE
J. & G. Cox
Gelatine Works, Gorgie Mills, Edinburgh, Scotland
COX'S
INSTANT POWDERED GELATINE.
To be kept in a DRY PLACE

Just ask your wholesaler

Arthur P. Tippet & Co.
Agents :: Montreal

Better get the New 1915 Pack

Sterling BRAND

Home-Made Marmalade

to the fore in your Made-in-Canada displays.

Same uniform high quality and popular favor as all the "Sterling" Lines.

The popular tumbler container with Anchor Caps sells at 95c.

Three-quarter pound at..$1.15
Sixteen ounce at 1.50

Demand "Sterling" Brand every time.

T. A. Lytle Co., Limited
STERLING RD., TORONTO

A handsome, efficient refrigerator that will assist you in your 1915 economies

Any refrigerator will keep your perishable victuals cold, but few prevent the spoilage resulting from the moist, stagnant air. Others may meet your requirements so long as you do not consider the ice consumption. This is where the

ARCTIC **Refrigerator**

excels. Its construction causes the dry, cold air to circulate freely, utilizing every degree of cold air and preventing any semblance of dampness. Arctic in refrigeration means economy. Look into the merits of the Arctic—write to-day. Ask about our new fish display case.

John Hillock & Co., Limited
Makers of High-Grade Refrigerators and Fish Cases
TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's **"right."**

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

WITH the Borden Lines predominating your Made-in-Canada Displays you'll come nearest the realization of your BEST profits.

Borden popularity is not tied to any movement or dependent on any fancy of the moment.

Borden popularity is grounded on three-score and ten years of giving the public BETTER milk products than can be secured from any other source or means.

Once the wide utility of the Borden Lines are thoroughly known in your locality; once their popularity is established, you'll realize just what it means in dollars and cents to feature lines that make every customer a BETTER customer and each new order the opener for MORE and LARGER ones.

The Made-in-Canada Movement offers you that opportunity—NOW—and in a most substantial way.

Borden Milk Co., Ltd.
"Leaders of Quality"
MONTREAL

Branch Office:
No. 2 Arcade Bldg.
Vancouver, B.C.

FACTORIES:—
Ingersoll, Tillsonburg, Norwich, Ont.
Huntingdon, Ormstown, Que.
Truro, N.S.

Do You Realize How Low the Price of

Hawaiian Pineapple Is Now?

¶ At this rate it ought to be a household necessity and not a luxury. If you think about it a moment, we are sure you will cut your selling price so as to make much more money on these popular goods.

¶ The fact is, Hawaiian Pineapple Packers' have twice lowered the price of Hawaiian Pineapple in the past fifteen months, and the new pack is ready for you now at this low figure.

The Hawaiian Pineapple Packers' Association of Honolulu, Hawaii, comprises the following companies, being all the packers of Pineapple in the islands of Hawaii:—

HAIKU FRUIT AND PACKING CO., Ltd.,
Haiku, Maui, Hawaii
U. S. Sales Agents:
DEMING & GOULD CO., 326 W. Madison St., Chicago, Ill.
HAWAII PRESERVING CO. ..... Honolulu, Hawaii
U. S. Sales Agents:
CALIFORNIA FRUIT CANNERS' ASSN.,
120 Market St., San Francisco, Cal.
HAWAIIAN ISLANDS PACKING CO.,
Wahiawa Oahu, Hawaii
U. S. Sales Agents:
GRIFFIN & SKELLEY CO.,
16 California St., San Francisco, Cal.
HAWAIIAN PINEAPPLE CO., Ltd. ...Honolulu, Hawaii
U. S. Sales Agents:
HUNT BROS. CO.... 112 Market St., San Francisco, Cal.
KAUAI FRUIT & LAND CO.....Kauai, Hawaii
U. S. Sales Agents:
KELLEY-CLARKE & CO.....Seattle, Washington
LIBBY, McNEILL & LIBBY (Inc.)..of Honolulu, Hawaii
U. S. Sales Agents:
LIBBY, McNEILL & LIBBY (Inc.) ..... Chicago
MAUI PINEAPPLE CO. ..... Maui, Hawaii
U. S. Sales Agents:
GRIFFITH-DURNEY CO.
1 Drumm St., San Francisco, Cal.
PEARL CITY FRUIT CO., Ltd. ..... Honolulu, Hawaii
U. S. Sales Agents:
THEO. H. DAVIES & CO., Ltd.,
260 California St., San Francisco, Cal.
THOMAS PINEAPPLE CO. ..... Honolulu, Hawaii
U. S. Sales Agents:
THE J. K. ARMSBY CO.
627 Howard St., San Francisco, Cal.

Hawaiian Pineapple Publicity Dept.
9 East 40th Street : : New York, N.Y.

Cleave's

CELEBRATED
DEVONSHIRE CREAM
Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

HERE ARE A FEW OF

McVitie & Price's
BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

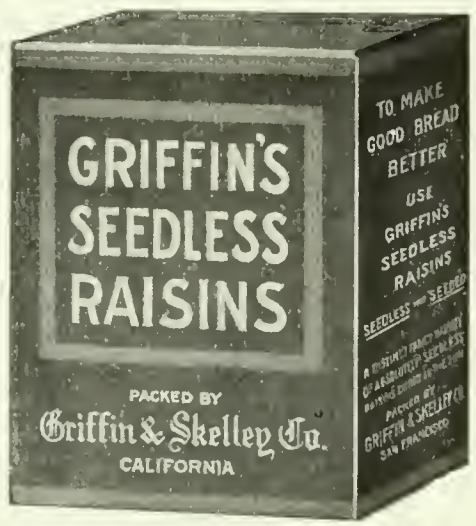
Made in the cup at the table

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

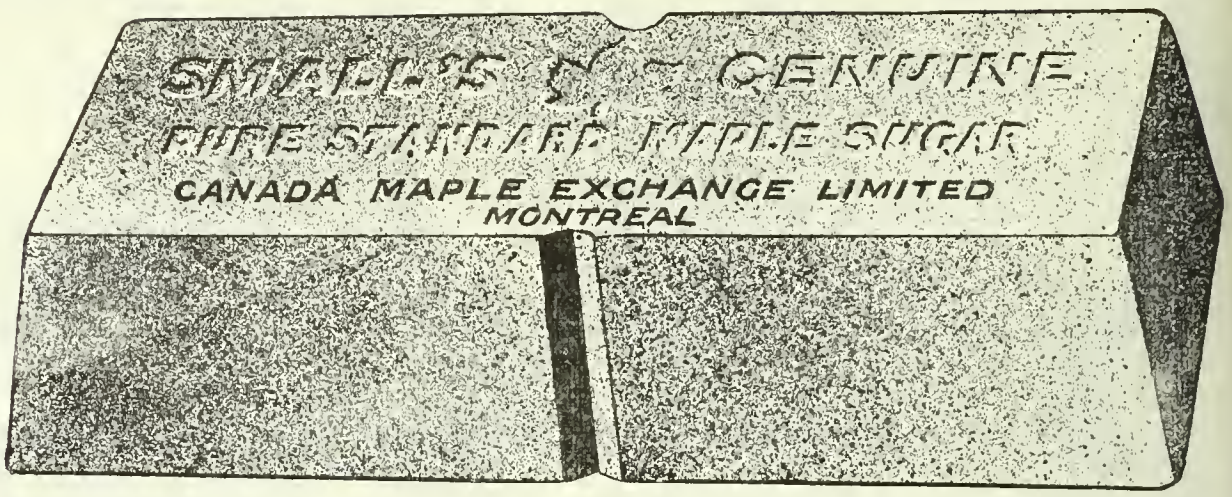
Edmund Littler
169 William Street
MONTREAL, CANADA



GRIFFIN'S Seedless Raisins

To your customers recommend Griffin's Seedless

You will find carrying others in stock needless



May be of interest to those handling Maple Products

GRADES

Pure Maple varies widely in quality. In Bulletin No. 28, page 62, the statement is made that about 75% of Canada's Maple Product grades 3 and 4, which is absolutely unpalatable in its raw state, while only about 15% grade 2, and 10% grade No. 1. The latter is of amber color and mild flavor, and is very palatable in its natural state, and requires little or no refining. We are packing this under Canada's Best Syrup and Maple Leaf Sugar. We believe we have the greater portion of last year's number 1 and 2 grade in cold storage at the present moment, and the re-heating in process of canning and preserving renders a freshness to this stock practically equal to new sap syrup. Have a few cars yet unbooked, of which we can make shipment on short notice, thus placing merchants in advantageous position of being able to secure and furnish the early demand.

STANDARDS

Some Pure Maple, as with some cows' milk, do not meet standards. It is stated in Government Bulletin No. 228 that about 8% of Pure Maple Syrup samples judged to be taken direct from the tree, as experiment by the Government, failed to meet the standards. This is a fact, and demonstrates conclusively that it is not safe to sell untested maple, even if same is drawn from your own orchard and known to be made absolutely from Maple sap. Canada's Best Syrup and Maple Leaf Sugar is, at some expense, analytically tested before packing. Each package sold with a warranty over nozzle. Each block of sugar bears, in plain type, our warranty of purity, coupled with full name and address. Note the accompanying cuts; we thereby relieve merchants in handling same from any responsibility whatsoever.

MIXTURES

Mixture of Maple and Cane may mean 25% Maple with 75% Cane, or the reverse, and is commendable according to the established merits of the brand and skill of the packers. Small's Standard is a blend superior in many respects to much of the Pure Maple Syrup on the market, and will continue to hold and give satisfaction to millions of its admirers.

MARKING

Contrary to a great deal of supposition, the law governing marking Pure Maple has not changed in past 35 years. However, on June 12th, 1914, Act was passed and came into force January, 1915, to effect that the word "Maple" must not in future be used on any substance resembling Maple, even though it consisted of 99% Maple. Certain syrup packers, for some reasons unknown to us, have seen fit to dangle before Canadian merchants the large cash fine or jail, as penalty for selling syrup mis-marked, putting terror into the souls of some to the extent that they shrink, and in some cases absolutely refuse to handle Maple products in any form. We have been marking Standard Mixture according to new legislation since and for some months before it came into force, as we believe legislation was intended to apply to and govern manufacturers in future, and not to harass every small grocer who has a few tins on his shelves. We do not credit the department as being thus stupid. Two years was allowed in United States for disposal when making similar changes. Should department prosecute, as it is their right, where could a judge or jury be found that would levy even a small fine on a merchant for committing the crime of selling that which he or she bought in good faith, a tin of syrup absolutely wholesome, and marked with words that plainly and truly deseribe it?

However, we can only recommend that you clear your shelves of the old stock at earliest possible moment, and apply this method, not only to Maple, but any other line of old stock. Further, would recommend that you replenish with fresh and new, drawn without exception from the old reliable, legitimate brands of worth; they are winners in the end every time. Let not once the salesman's "just as good" influence. Canada's Best and Small's Brands may be had through all jobbers.

Canadian representatives are Messrs. Nicholson & Bain, branches throughout the West, and McMillans, Limited, Montreal, for East of the Lakes.

Bottle on this page is actual size, retails at 25c east of lakes; Small's Selected Brand at 20c; Small's Standard at 15c, leaving good margin. Complete list of all lines sent on application to our distributing agents.

Made in Canada

Canadian Fruits
Canadian Sugar
Canadian Labels

E D S

Canadian Containers
Canadian Labor
Canadian Advertised

Everything Connected with the Producing and Marketing of E.D.S. Products is Canadian

Right from the delicious, fresh-picked, sun-ripened fruits of the Niagara Valley to the purest of cane sugar; from the glass containers to the wooden shipping cases; right from the handsome lithographed labels to the stirring newspaper, magazine and street car advertising, and from the fruit pickers to the grocer who finally distributes the goods to the consumer. Everything and everyone is Canadian.

Every step in the producing and marketing of these famous Jams and Jellies contributes to the prosperity of our Dominion, giving employment to Canadian subjects and enabling the people from East to West to enjoy the deliciousness of fresh-preserved fruits from Canada's finest garden, in the centre of which is situated the famous E. D. S. plant.

Are you cashing in, Mr. Grocer, on the E. D. S. popularity? Are you taking advantage of the growing Made-in-Canada tendency?

Link the two together and reap the benefit by displaying these handsomely labelled goods in your windows and on your counters. The result will be more sales, bigger profits.

Take advantage of our extensive desire-creating advertising. **Order your stock of E. D. S. Jams and Jellies to-day.**

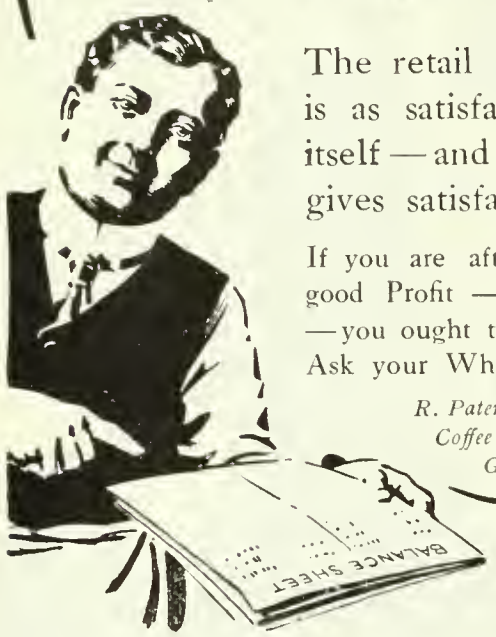
E. D. SMITH & SON, Limited
WINONA, ONT.

AGENTS

Newton A. Hill	Toronto
W. H. Dunn	Montreal
Mason & Hickey	Winnipeg
R. B. Colwell	Halifax, N.S.
A. P. Armstrong	Sydney, N.S.

Profits !

'CAMP' COFFEE



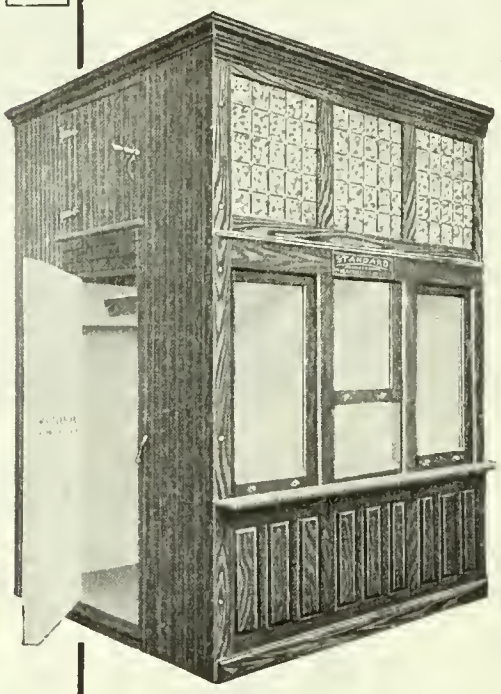
The retail profit on 'Camp' is as satisfactory as 'Camp' itself — and 'Camp *always* gives satisfaction.

If you are after good Coffee — good Profit — good Customers — you ought to be after 'Camp' Ask your Wholesaler.

R. Paterson & Sons,
Coffee Specialists,
Glasgow

Freeman's Improved Standard

Cold Dry Air **Refrigerator**



for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited
Hamilton **Ontario**

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake, Manitoba

Could more tobacco profits be coming your way?

Perhaps you have not tried the three popular leaders. In order to get the better satisfaction and profit you should stock these three favorite brands :

"Master Mason" **"King George" Navy"** **"Rose Quesnel"**
SMOKING CHEWING PLUG SMOKING

Rock City Tobacco Co.
LIMITED
QUEBEC, WINNIPEG

CHOOSE!

AND so much depends on right selection, especially if you intend to "round up" more new trade this year.

Amongst Stove Polishes the task is simple. One stands out of the "ruck"—"GIPSY."

Many thousands are confirmed users. More are willing to be convinced—through you if you attempt it. WHY NOT? Hundreds of other Grocers, keen and progressive—like yourself—have secured a better Stove Polish business by choosing

GIPSY
Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt.** The salt that is best for table or dairy. Every store should handle **Century.** Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT Co. Limited
SARNIA - ONTARIO

There is Always a Demand

for good furniture and floor polish. These are staple articles. Just now the housewife recognizes

IOCO
LIQUID GLOSS

as the most satisfactory.

IOCO sells because it does more than merely polish furniture and floors. It lays the dust and keeps the varnish from cracking. It is also used extensively on motorcars.

Use our advertising to increase your sales. For prices, write

THE IMPERIAL OIL COMPANY, LIMITED

TORONTO ST. JOHN WINNIPEG SASKATOON
MONTREAL HALIFAX REGINA CALGARY
EDMONTON VANCOUVER

Made in Canada

BANNER BRAND ORANGE MARMALADE

"Made in Canada"

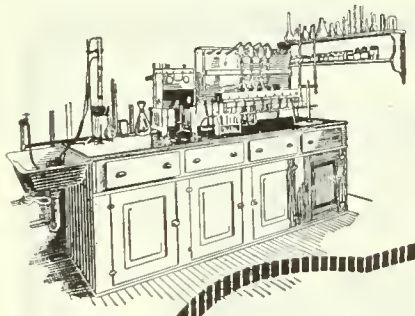
When you know that nothing but the finest of ripe, juicy Seville Oranges and the best of Granulated Sugar is used in the manufacture of "BANNER" BRAND Orange Marmalade, — Then you know Why,—It has that delicious flavour, and Why every sale brings another, and makes a satisfied Customer.
Link Banner Brand Quality with the Made-in-Canada idea, and you have the surest combination for big and lasting returns. Demand Banner Brand Marmalade of your wholesaler.

LINDNERS LIMITED

306 Ross Ave. WINNIPEG · 340 Dufferin St. TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.



CHEMICAL LABORATORY

PURITY FLOUR

More Bread and Better Bread

PURITY FLOUR TALK No. 5. To the Proprietor and his Assistants.

IT WON'T COME BACK!

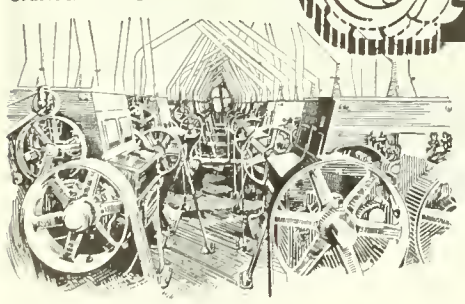
In making PURITY FLOUR we are pleasing two kinds of people—the consumer, and the dealer who handles it. Unless we please BOTH we can't do business. We must produce flour acceptable in quality and price.

In suggesting PURITY FLOUR to the housewife you are clinching a deal that is profitable to all of us. The housewife is purchasing CANADA'S STANDARD FLOUR (and it won't come back); you are making your profit and we are making ours.

That bag marked "PURITY FLOUR" with the three-color trademark is a means of making steady customers for YOU. Do you carry PURITY, the guaranteed flour?

Main Offices: WINNIPEG, TORONTO, VICTORIA

GRINDING ROLLS



WESTERN CANADA FLOUR MILLS CO., LIMITED

MILLERS TO THE PEOPLE

CLARK'S

CONCENTRATED SOUPS

prepared from the very finest of materials. All varieties. Retail at a moderate price and give you good margin.

THE BEST SOUP LINE ON THE MARKET TO-DAY

MADE IN Clark's CANADA

Peanut Butter

CLARK'S
PEANUT
BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST. REMI

A food article which is rapidly growing in public favour.

Economical and Highly Nutritious

In Glass Jars, ¼, ½ and 1 sizes and in bulk.

If you want to capture the trade in this line SELL CLARK'S.

W. CLARK, LIMITED

MONTREAL

Tartan BRAND

THE SIGN OF PURITY

Our annual Tea Sale. All goods bought before advance. If our travellers don't call send for samples—it will pay you.

After-stocktaking bargains. Our travellers have a big list.

'Phone at our expense.

3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

A store convenience — costs little — gives big service

THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

THE O. P. McGREGOR PAPER CO., LIMITED.

411 Spadina Ave., Toronto.

BLACK JACK

QUICK CLEAN HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

"SHELL" BRAND

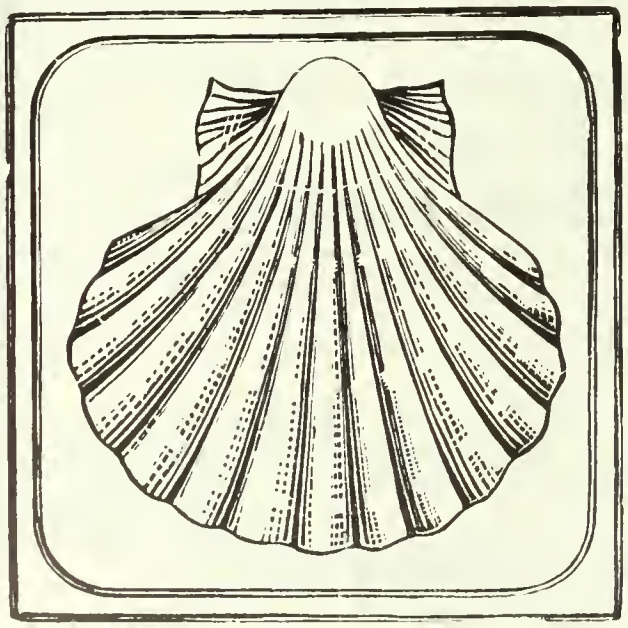
(La Coquille")

Genuine Imported French Castile Soap

The Standard of Purity

Has the largest sale of any Castile Soap in the Dominion.

For sale by all wholesale houses.



A Pure Oil Soap

This soap is especially manufactured by

Messrs. Couret Freres
Marseilles, France
for
Messrs. Estrine & Co.

P. L. MASON & CO., Toronto, General Agents

St. Lawrence Granulated

The Canadian Standard of Quality. 100 Per Cent. Pure Cane Sugar.

We Can Supplant German and Austrian Woodenware Specialties

If we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.
J. W. Bickle & Greening, Hamilton.
F. M. Baker, 27½ Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St., Ottawa,
W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

MILD—NON-BITING

Smooth Smoking—Fragrant

This, the latest addition to the Tuckett family of smoking tobaccos, meets the increasing demand for a mild, non-biting, smooth-smoking, fragrant tobacco.

It is the result of a long period of experimenting with all kinds of tobacco blends and its high standard is one that is hard to equal. It bears the Seal of Approval of the most discriminating tobacco users in the country.

Your wholesaler carries it

Tuckett Limited, Hamilton, Ontario

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

TEA

Ceylons, Indians, Japans, Chinas, Formosas.
At first hand costs.
Specially selected for the Canadian Trade.
Large selection from Stock or Afloat Teas.

IMPORT ORDERS A SPECIALTY.

Write for samples and quotations, or send us your samples to match. We are Tea Experts with over 40 years' successful trading with Canadian Merchants.

John Duncan & Co.

Established 1869 MONTREAL

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sundried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(Correspond with us.)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

Established 1859.
GEO. STANWAY & CO.
TORONTO
Agents for Pritchard Rice Milling Co., Houston, Texas, Rices. Alexander Molasses Co., Cincinnati, for best grade Molasses. Phoenix Packing Co., California dried fruits.

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer — Foodstuffs — Exporter
I am a buyer for Beans, Peas, Seeds. Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG. - MAN.

MAPLE SYRUP
See Advt. Page 6

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

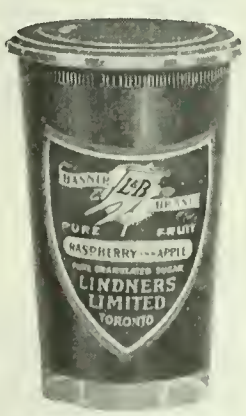
You can talk across the Continent for two cents per word with a want ad. in this paper.

Our long experience teaches us that QUALITY and PRICE count for much, therefore the combination is easy when you know WHERE to buy. We have an excellent stock of Tea and Coffee to select from. Your valued orders or inquiries will be cheerfully and promptly taken care of. Don't forget to add a few cases of

MELAGAMA Tea and Coffee

to your order. See quotations in the back of this issue.

MINTO BROS., Limited, TORONTO



Don't think popularity can be won by high quality alone—

Unless you can give POSITIVE assurance that your product will fully retain all the delicious flavor and delicious goodness you claim to obtain for it. Anchor Caps, the perfect seal, can help you to secure this popularity.

Dealers, careful of the consequences that attend the sale of their goods, keep to the fore in their windows and displays, goods sealed with ANCHOR CAPS.

Users, desirous of getting the best flavors, the most satisfying goods, just as they come from your cauldrons, have a strong preference for ANCHOR CAPS.

If you want to win satisfying popularity for your product, write to-day for complete information regarding Anchor Caps.

Anchor Cap & Closure Corporation of Canada
LIMITED

Sudbury St. West, Foot of Dovercourt Road TORONTO, CANADA

Cream Tartar, 4-oz. pkgs., 4 doz. to case, $1.50 per doz.

Black Pepper, 4-oz. pkgs., 4 doz. to case, 90c per doz.

Ginger, 2-oz. pkgs., 4 doz. to case, 45c per doz.

Pickling Spice Window Front. 4-oz. pkgs., 4 doz to case, 75c per doz.

Epsom Salts, ½-lb. pkgs., 4 doz. to case, 45c per doz.

Barley Crisps, 3 doz. to case, $3.00 per case.

Pancake Flour, 3 doz. to case, $3.00 per case.

Lye, 4 doz. to case, $3.50 per case.

Bi-Carb Soda, 8-oz., 4 doz. to case, 35c per doz.

Borax, 4-oz, pkgs., 4 doz. to case, 45c per doz.

Yeast Cakes, 3 doz. 5c pkgs., $1.20 per case.

Cake Icings, ½-lb. pkgs., 4 doz. to case, 90c per doz.

Cloves, 4-oz. Dredge Tins, 4 doz. to case, $1.00 per doz.

Buckwheat Flour, 3 doz. to case, $3.00 per case.

Cayenne, 2½-oz. Dredge Tins, 4 doz. to case, 85c per doz.

Herbs, 4-oz. tins, 4 doz. to case, 85c per doz.

Flaked Rice, 3 doz. to case, $3.00 per case.

Mustard, 4-oz. tins, 4 doz. to case, 90c per doz.

Health Flour, 1 doz. 5-lb. bags to case, $3.00 per case.

Diet Flour, 1 doz. 5-lb. bags to case, $4.80 per case.

Biscuit Flour, 2 doz. to case, $3.00 per case.

Paprika, Nickel Top Bottles, $1.00 per doz.

Jelly Powders, 4-oz. pkgs., 90c per doz.

Breakfast Food, 2 doz. to case, $5.00 per case.

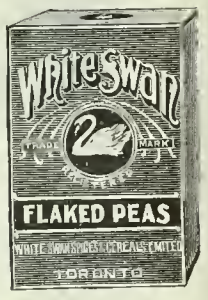
King's Food (premium), 2 doz. to case, $6.00 per case.

Every sale is accompanied with our money back guarantee which permits you to return at any time any WHITE SWAN Goods that are not found exactly as represented or which prove unsatisfactory in any way.

We never consider a sale complete until the customer is entirely satisfied, and if there is anything wrong—we make it right.

Wheat Kernels. 2 doz. to case, $3.75 per case.

Florida Water, 8-oz. bottles, $3.25 per doz.



Flaked Peas, 3 doz to case, 3.60 per case.

Flavoring Extracts, 2½-oz. bottles, $2.30 per doz.

Dredge Canister, 4 doz. to case, 90c per doz.

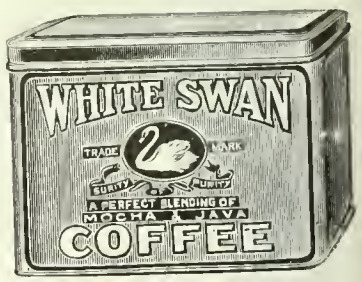
Baking Powder, 16-oz., 4 doz. to case, $2.25 per doz.

Bay Rum, 8-oz. bottles, $3.50 per doz.

Spices, 1-oz. Dredge Tins, 4 doz. to case, 45c per doz.

French Mustard, 8-oz. bottles, 4 doz. to case, 90c per doz.

Chloride of Lime, 25 10c tins to case, $2.00 per case.



Coffee, 1-lb. tin, 4 and 2 doz. to case, 36c per lb.

An Indian Ally For the Grocer

Britons and Canadians alike have been thrilled with the deeds of the Indian troops. They are allies worth beyond price.

Wouldn't you like to have an Indian Ally in your business? You will find a faithful one in Red Rose Tea, which is largely composed of the rich, vigorous teas of Northern India, particularly of Assam. It is these Indian teas, which are blended with the Ceylons, that give Red Rose Tea its dominant qualities—its distinctive rich flavor and superior strength.

With the Indian qualities of Red Rose Tea as an Ally, you can win a larger success with the tea end of your business. Other grocers are doing so.

Red Rose Tea

"is good tea"

T. H. Estabrooks Co., Limited, Toronto

Montreal St. John Winnipeg Calgary

Simplicity + Accuracy

Made in Canada

Perfection Cheese Cutter

If a customer asks for 5c worth of cheese, she can have it—no more, no less—and with a very simple operation.

Note the simplicity of the cutter, no intricate or delicate parts, the five-ply nonwarp Birch board, heavy double-edge steel knife, glass shield, graceful appearance, blue enamel finish.

Order from nearest jobber, agent or direct.

AMERICAN COMPUTING CO. OF CANADA

HAMILTON, ONT.

SOLD TO SATISFY

that's why

Eureka Refrigerators

are used in the best

Grocery and Butcher Stores Hotels, Restaurants, Clubs, Steamships, Creameries

in all parts of the Dominion.

There is nothing made that will keep eatables in as good condition, and it does not pay to experiment with something said to be just as good.

Eureka Refrigerators are built all sizes for all purposes.

A guarantee of 28 years of experience stands behind every Refrigerator turned out.

Call at the new Show Room, 31 Brock Ave., Toronto, or write for new catalogue.

EUREKA REFRIGERATOR CO., LTD. TORONTO CANADA

His wife makes such good coffee

She uses Symington's Coffee Essence—her grocer introduced this quick and easy way of making delicious coffee to her. He sells the regular supply to this home, as well as hundreds of others. The customers like it and he makes a good profit. You can get it from your wholesaler.

SYMINGTON'S
Reg'd Trade Mark
COFFEE ESSENCE

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOS. SYMINGTON & CO., Edinburgh and London

CANNED GOODS

Green or Wax Beans, 2-lb. Tins (Cases 24)	$0.75 Doz.
Standard Peas, 2-lb. Tins (Cases 24)	0.65 Doz.
Pork and Beans, 2s, Tall (Cases 24)	0.85 Doz.
Cohoe Salmon, 1s, Tall (Cases 48)	1.45 Doz.
Sockeye Salmon, 1s, Tall (Cases 48)	2.45 Doz.

Write, Wire or 'Phone at Our Expense—Adelaide 867, 1057, 941.

WARREN BROS. & CO., LTD., QUEEN AND PORTLAND STS. **TORONTO**

Remember that—

for cheapness and nutritive value you can't beat

RICE

And the "Milled in Canada" article is the one furnished by us.

We always endeavor to give:—

Prompt shipment
Full weight
Fair treatment

Mount Royal Milling & Manufacturing Co.

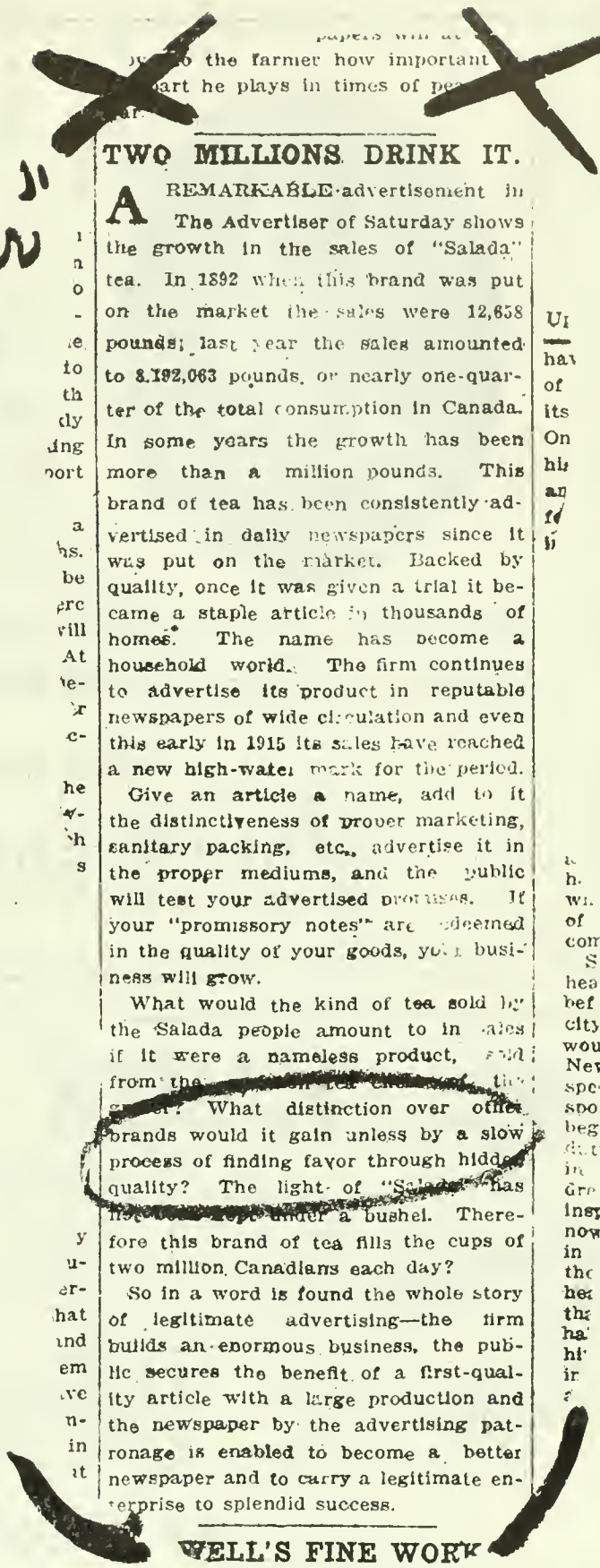
D. W. Ross Company, Agents

MONTREAL

This editorial from The London "Advertiser" was absolutely unsolicited.

THE ADVERTISEMENT REFERRED TO WAS our Annual Circular and 'History of Salada' chart, tracing the growth of our business since its inception. We will be pleased to forward a copy to anyone interested.

When it is appreciated how sacred are the editorial columns of a reputable newspaper, the esteem in which the public hold this remarkable tea is best understood. This spontaneous editorial ably voices the national reputation of 'SALADA'.



...to the farmer how important ... part he plays in times of pe...

TWO MILLIONS DRINK IT.

A REMARKABLE advertisement in The Advertiser of Saturday shows the growth in the sales of "Salada" tea. In 1892 when this brand was put on the market the sales were 12,658 pounds; last year the sales amounted to 8,192,063 pounds, or nearly one-quarter of the total consumption in Canada. In some years the growth has been more than a million pounds. This brand of tea has been consistently advertised in daily newspapers since it was put on the market. Backed by quality, once it was given a trial it became a staple article in thousands of homes. The name has become a household word. The firm continues to advertise its product in reputable newspapers of wide circulation and even this early in 1915 its sales have reached a new high-water mark for the period.

Give an article a name, add to it the distinctiveness of proper marketing, sanitary packing, etc., advertise it in the proper mediums, and the public will test your advertised promises. If your "promissory notes" are redeemed in the quality of your goods, your business will grow.

What would the kind of tea sold by the Salada people amount to in sales if it were a nameless product, sold from the ... tea ... grocer? What distinction over other brands would it gain unless by a slow process of finding favor through hidden quality? The light of "Salada" has ... under a bushel. Therefore this brand of tea fills the cups of two million Canadians each day?

So in a word is found the whole story of legitimate advertising—the firm builds an enormous business, the public secures the benefit of a first-quality article with a large production and the newspaper by the advertising patronage is enabled to become a better newspaper and to carry a legitimate enterprise to splendid success.

WELL'S FINE WORK

...ng address m...
...anadian

—From the London (Ont.) Advertiser.

"SALADA"

TORONTO MONTREAL
LONDON, ENG.

The Life of a Child is to Eat

From the time he first rests in the cradle up until boyhood a child's every existence is to Eat. The nutritious, healthfulness of Robinson's "Patent" Barley and "Patent" Groats have won for both unprecedented favor. Robinson's foods constitute the main portion of a child's diet and you'll be surprised how many tins he can tuck away in a week or so. Get both Robinson's "Patent" Barley and "Patent" Groats on display and meet this big demand NOW.

Agents for the Dominion of Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO

KNOX GELATINE

IS WIDELY ADVERTISED

In the leading women's magazines and newspapers your customers are being constantly told about

KNOX GELATINE

Our extensive advertising describes its many uses; suggests the convenience of always keeping it on hand, and shows how to easily make delicious desserts, jellies, puddings, ice cream, salads, candies, etc., with it. This effective advertising can have only one result,—new customers and more sales for you. There's a good profit in KNOX GELATINE for you and it will pay you to push its sale. Let our general advertising help you build up a bigger and more profitable Gelatine business.

CHARLES B. KNOX CO., JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada

CANADIAN GROCER

VOL. XXIX FEBRUARY 19, 1915 No. 8

A Great Canadian Industry

The Importance of the Canning Industry to Canadians — Average of More Than 400 Tins Turned Out Every Minute in the Year—Many Other Industries Benefited Directly —Advantages Accrued to About 75,000 Canadian People Annually —An Industry the Trade Should Support.

CAN you imagine 125,000,000 vegetable, fruit and fish cans placed end to end?

How far do you think the line would reach?

It has been estimated that in Canada the annual production of tinned foods alone amounts to the above enormous quantity, and that if these tins were placed end to end they would mean a ribbon of cans from Toronto to New York, down to and through the Panama Canal, up the coast to Vancouver, and back to Toronto.

This gives one a glimpse of the importance of the canning industry in Canada, and when it is further considered that practically all the benefits of the industry accrue to Canadian workmen, Canadian farmers and fishermen, and Canadians in general, the necessity of the retail trade getting behind it with their selling power is self-evident. There is, too, possibly no other industry in this country drawing so largely on the goods of other producers. The making of the 125,000,000 tin cans in which to pack the goods is a big industry in itself. Added to that, the manufacture of cases for those goods and the labels, the transportation of the goods from place of production to where they will go into consumption, and you have somewhat of a conception of the vastness of the canning and subsidiary industries.

The mining of the tin—a good percentage of which comes from Wales—the rolling of the plate and the manufacture of the cans constitute the first operation. Then the millions of cans require fancy labels, utilizing immense quantities of paper, the skill and labor of artists, lithographers and mechanics.

Every twenty-four cans—or forty-eight in the case of fish—require a wooden container. This draws on our Canadian forests and provides work for our lumbermen, our mills and our box factories. Five million cases would require sufficient lumber to make a sidewalk two feet wide from Montreal to Vancouver. And the almost insignificant nail required to put the boxes together when multiplied by millions means 150,000,000 or more nails.

In addition to the manufacture of the packages there must be considered what goes into them—fruits, vegetables, sugar, fish, etc.

It is estimated that there is at least $10,000,000 actual capital invested in the canning industry in Canada, and that upwards of 40,000 acres of land are used for the growing of fruits and vegetables for canning purposes, requiring the labor of about 12,000 persons; the value of this raw material nets Canadian growers in the neighborhood of $1,250,000. This last item is entirely apart from the labor involved in fish canning.

When the raw material reaches the factories, about 12,000 people are required to prepare it for the market as canned food, involving an expenditure of another million dollars. Averaging three to a family, there are nearly 75,000 people more or less benefited annually by the industry.

The season for the big consumption of canned goods is near at hand. Home supplies are wearing low; spring is in, almost in sight, and with it will come spring work on the farms and a certain revival of industry throughout the country. Experts in foods declare that canned goods are healthy, wholesome foods; they are, as well, easily prepared for the table, in many cases only a can opener being necessary. And because of their economical character they are a splendid line for the consumer to buy and buy plenty of. From a patriotic standpoint every retailer should lend his power to the promotion of canned food sales. There are few industries in this country more essentially Canadian. When a can of tomatoes or a can of fish is placed on the table of a Canadian consumer it means a benefit to the retailer, the wholesaler, the manufacturer, the grower, or the fisherman, the box factory, the lumber mill, the lumberman, the maker of nails, the manufacturer of tin plate and tin cans, the miner of the tin, and the

(Continued on page 28.)

THE CANNING INDUSTRY AT A GLANCE.

Annual production in Canada—about 125,000,000 *tins — more than* 200 *every minute of the year.*

Capital invested—$10,000,000, *approximately.*

Land required for growing fruits and vegetables—40,000 *acres.*

Number of persons engaged in growing raw materials — 12,000.

Value to growers—$1,250,000.

Cost of manufacturing — $1,000,000.

Number of Canadian people benefited annually by the canning industry—75,000.

Classes of persons benefited —manufacturers of tin cans and their employees; the growers of fruits and vegetables; the fishermen; the farmers who raise cows for milk and cattle for canning; lumbermen; employees of lumber mills and of box factories; the makers of nails; artists who design, and lithographers who manufacture the labels; the Canadian railways; wholesalers and retailers.

More Than a Million Cases

The Canned Salmon Pack of 1914 Gives Good Idea of Importance of British Columbia's Fisheries—More Than 50,000,000 Tin Cans Required—$7,000,000 an Estimate of Value at The Coast.

THE magnitude of the canned salmon industry in Canada is pretty well exemplified by the figures presented herewith. They show that last year there were no less than 1,111,039 cases of salmon packed in the Pacific Coast province. Further figures available go to show that of that quantity 711,071 cases were made up of pound tins and the balance of 399,968 were halves.

Salmon is put up in 4 and 8 dozen tins to the case, the talls in the former and flats in the latter. Supposing that each case contains a quantity of salmon either of 48 tins or equal in volume to that number, the total pack in tins would be 48 times 1,111,039, or 53,329,872. If each tin is 4½ inches long, the total length of them placed end to end would be 239,984,424 inches. Figured in miles, the distance would be no less than 3,787 of 63,360 inches each.

These figures alone do not show the extent of this salmon industry and its importance to Canada. To pack the quantity mentioned above, 1,111,039 cases and about 59 times that many tins were required, the manufacture of which gave employment to a large number of Canadian people, apart altogether from the labor of moving the goods from the canneries to the points of shipment, and from the depots all over the country to the wholesale establishments and thence to the retail stores. When one thinks over the route a case of salmon has to take and the money expended in getting it to the ultimate distributor, he begins to see the enormous value the salmon industry is to Canada and British Columbia in particular.

An average value of $7 per case at the coast would bring the value of the 1914 pack up to almost eight million dollars. It is interesting to note that it costs about 60 cents freight to bring a case from Vancouver to Toronto or Montreal.

Nothing in the above has yet been said of labels for those cans. Everyone knows that Great Britain is a large buyer of Canadian salmon and in speaking of labels it should be said that goods for export to Britain are sold unlabeled. The reason is that the salt water spoils them in passage. But apart from that the lithographic work on labels for salmon for home consumption amounts to large proportions and means that much more expenditure to benefit Canadian workmen. There are, in fact, few industries so typically Canadian as that of canned goods manufacturing, and every retailer should realize that the more canned goods he sells, the more money reaches the pockets of the workmen upon whom he depends largely for the sales of his goods, and the money he must get to carry on a successful business.

1913.	1912.	1911.	1910.	1909.	1908.	1907.	1906.	1905.
1,353,901	996,576	948,965	762,201	967,920	542,689	547,549	629,460	1,167,460

Above figures show packs in cases of canned salmon for past 9 years.

Sockeyes	536,696
Red Springs	32,908
White Springs	16,420
Chums	184,474
Pinks	220,340
Cohoes	120,201
Totals	1,111,039

Total of various kinds of salmon packed in 1914.

	Sockeyes.	Red Springs.	White Springs.	Chums.	Pinks.	Cohoes.	Totals.
Fraser River	185,483	9,485	14,000	74,726	6,057	38,639	328,390
Skeena River	130,166	11,529	211	8,329	71,021	16,378	237,634
Rivers Inlet	89,890	566	....	5,023	5,784	7,789	109,052
Naas River	31,327	2,660	725	25,569	25,333	9,276	94,890
Outlying	99,830	8,668	1,484	70,827	112,145	48,119	341,073
Totals							1,111,039

The packs of canned salmon in 1914 by districts in British Columbia and the totals of the various kinds.

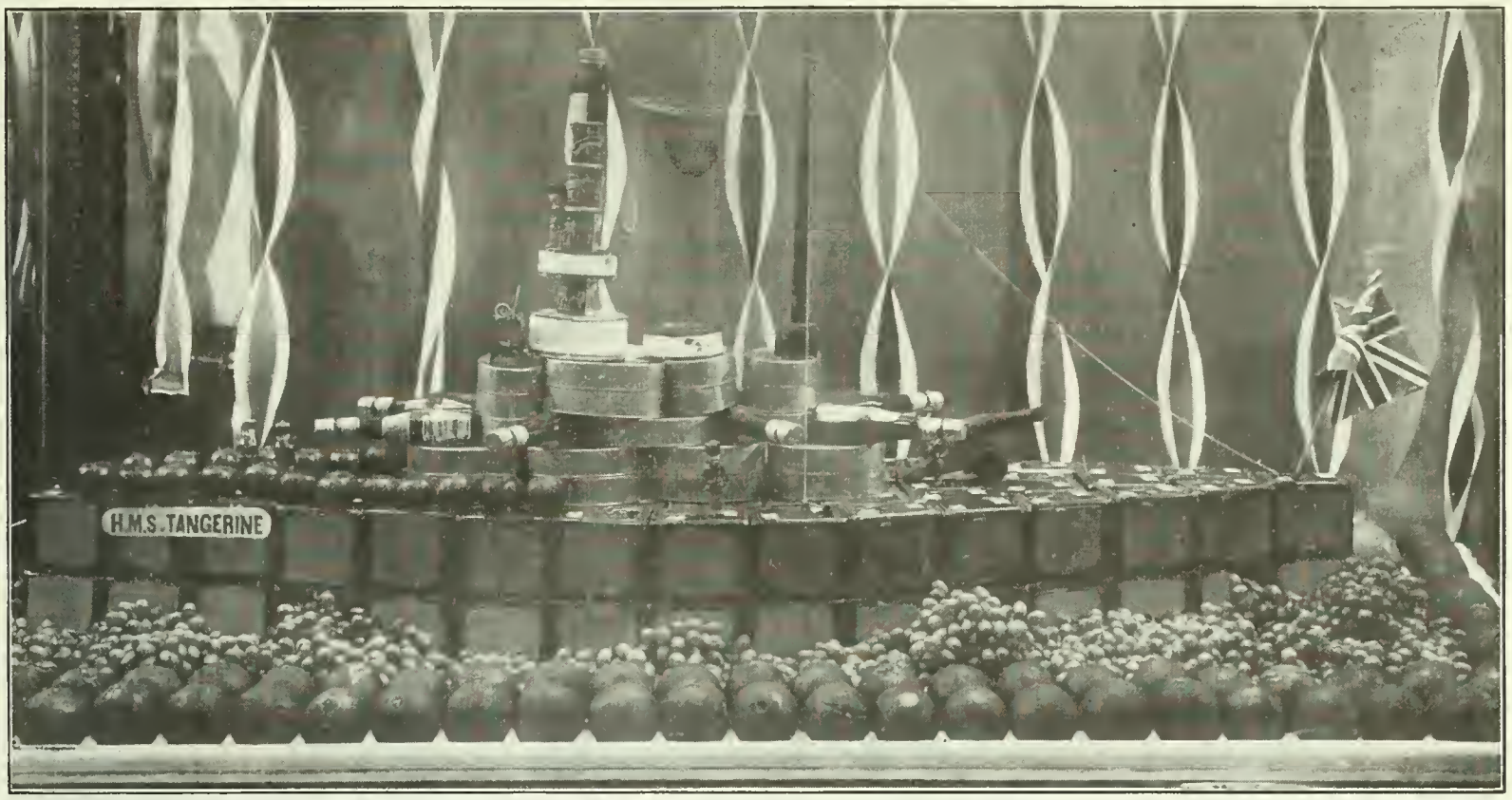
A VICIOUS RODENT.

While a Los Angeles grocer was asleep over his store on morning early recently, he was attacked by a large rat which seized his lower lip in its teeth. When the grocer awakened the rat then directed his attack to his bare feet, biting and scratching him severely.

HALF MILLION CASES CONDENSED MILK.

A Canadian authority estimates that there are between 400,000 and half a million cases of condensed and evaporated milk made in Canada every year.

Each case contain four doz. tins. Every case contains fifty labels, all of which are made in Canada. Another important item is the sugar, which is granulated, and of Canadian manufacture. Considerable money is spent with the railways for freight, and over a million dollars per year are paid to farmers in the dairy sections for milk. Manufacturers of milk usually make their own cans. Boxes are generally made by the box manufacturers and give employment to lumbermen, lumber mills and box makers. Altogether, the industry means $2,000,000 annually to Canada, distributed between farmers, sugar refiners, tin manufacturers, lumbermen, manufacturers of labels and boxes, and the railways.



Battleship window trim built of tins of canned goods and bottles of ketchup which drew large crowds. Shown by Murphy & DeMont, Nova Scotia.

A Canned Goods Cruiser

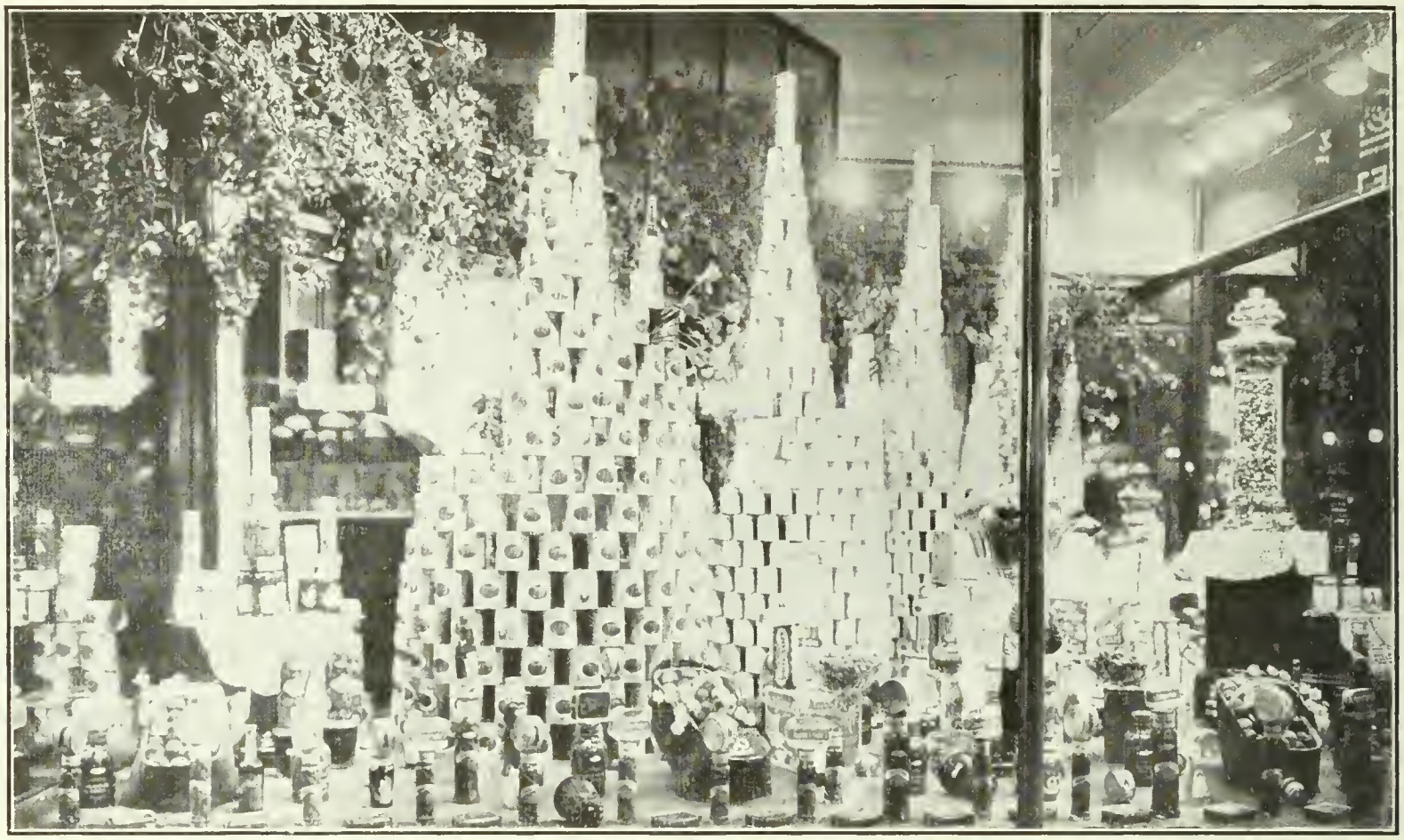
An Original Window Trim From Windsor, N.S., Representing a British Battleship Made Principally of Canned Meats, Pork and Beans, Tinned Fish and Bottles of Ketchup—A Clever Piece of Work.

"THE window attraeted great erowds espeeially on Saturday night." That is what a representative of Murphy & DeMont, groeers, Windsor, Ont., say of the display represented here. It was the work of their head salesman, Walter Coehran and is certainly one of the most unique and original that has ever appeared in Canadian Grocer. It demonstrates that there are no limitations to which a window trimmer can go in the matter of originality. During the present war there have been oeeasional hardware windows trimmed in the shape of a British cruiser, but few would ever have thought that a Canadian groeer eould pick goods from his shelves to represent the powerful battleship. No wonder this display attracted the erowds.

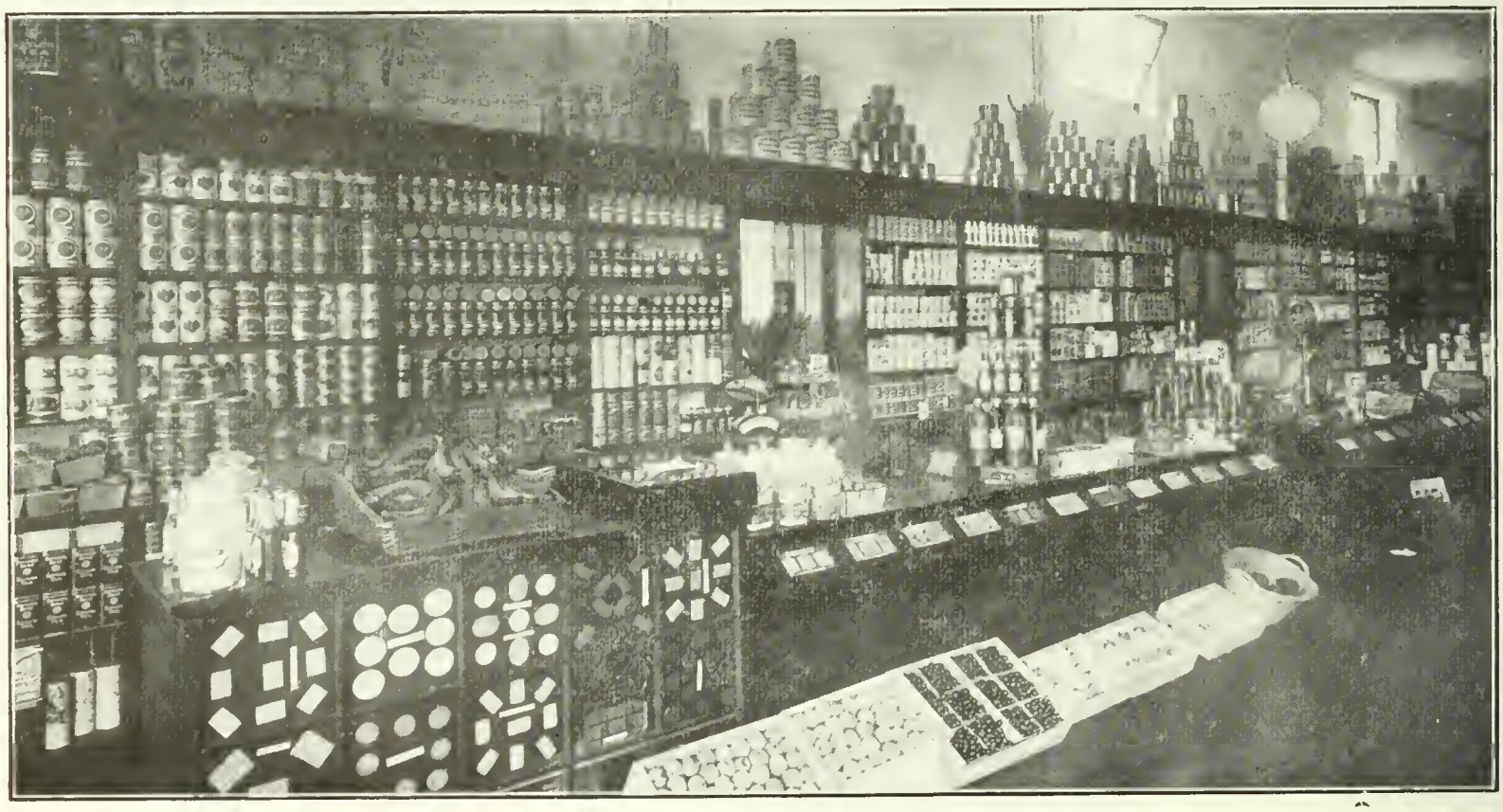
It will be seen that the cruiser was eomposed chiefly of canned foods. The ponderous hull was built of large tins of eorned beef plaeed on top of each other and end to end. The tins taper off from the eentre to the bow and stern. The gun towers were built of tins of canned fish from between and under whieh stiek out the guns (bottles of ketehup.) This alone was a clever piece of work. On top of the tins of fish is the look-out tower made of eans of pork and beans, potted ham in tins and a bottle of sauee.

The bullets for the guns are tangerines and from these the big vessel gets its name—H. M. S. Tangerine. The grapes below represent the oeean waves. "The entire display," states Murphy & DeMont, "was built from goods in stock with the exeeption of two toy guns and a few sailors." The window in this store is changed every week because the firm believe in presenting something new all the time.

From the standpoint of patriotism here was a display that would get the attention of every resident of Windsor, N.S., because of its unique character and its appropriateness. It presents a case of good, permanent advertising.



Attractive array of canned and preserved foods shown by Goodwins, Limited, Montreal.



An interior view of the Burridge Mercantile Co., Victoria, B.C., showing an exceedingly neat arrangement of canned foods in tins and glass on the shelves.

Methods That Sold Canned Goods

A Campaign That Gripped the Public Because It Presented the Goods in the Proper Light and Because The Store Staff Gave Sound Reasons Why They Should Be Used in the Home—The Higher Quality Lines Got Behind by the Dealer and They Were Sold by the Dozen and the Case.

Written by HENRY WILLIAMS for Canadian Grocer.

Fifth of the Williams' Series.

THOS. JEPSON'S head salesman decided to make a supreme selling effort on canned goods. For that reason he began planning two weeks in advance. In this sale he wanted the co-operation and enthusiasm of the entire staff, and to get it he suggested to the proprietor that a staff conference be held for the purpose of establishing a common plan of campaign—one in which all would be thoroughly posted.

qualities of the different lines and we must use a little tact and enthusiasm in talking to our customers about them."

The young man brought with him samples of the goods, explained fully, for instance, the difference between Sockeye salmon and pinks; told them why they should endeavor to sell fine sifted peas rather than standards to customers who could well afford the finer grades; suggested selling points on pushing canned

But as the working out of the plans will be of more value to the reader than the mere recital of what occurred at the conference, we shall follow the operation of the plan of campaign and see whether victory or defeat was the ultimate result.

Showed the Actual Goods

On the afternoon of the first day of canned foods week, both windows of the

A Hundred Million Tins of Canned Foods Consumed in Canada Every Year

WHY? Because they are recognized the country over to be sanitary, easily prepared, wholesome and nutritious foods—because the busy housewife finds them one of the best foods that can be placed on the table. Practically every household now consumes several cases of canned foods every season. Why not then buy them by the case? They are always handy and ready for any emergency and there is absolutely no waste—and you save money buying them that way. All are Canadian-made goods.

CANNED TOMATOES—Best brands only—a steaming hot plate makes a good meal in itself, and they are ever ready for luncheon and dinner. Per tin, ..c; per dozen, ..c; per case of 24 tins, ..c.

CANNED PEAS—We would recommend the finer grades of peas—they are smaller and more tender than the others, because they are picked when younger and sweeter. Ever try baking them in the center of a dish of mashed potatoes? Nothing nicer. Per tin, ..c; per dozen, ..c; per case, ..c.

CANNED CORN—This corn is just as tender and sweet as the day it was canned. A tasty vegetable with any kind of meat, and, like the others, can be prepared for the table in a few minutes. Per tin, ..c; per dozen, ..c; per case, ..c.

SALMON—The Sockeye is the best salmon packed in British Columbia the color is bright and the flavor very fine. Salmon is packed in the most sanitary surroundings, and is one of the most nutritious foods available. Per tin, ..c; per dozen, ..c. Other grades are cheaper.

PORK AND BEANS—Here is a food that has gained a wide reputation for nutrition. Our brands are packed with the finest beans in tomato sauce and flavored with pork. A tin to suit any sized family. Per tin from ..c up to ..c; per dozen, ..c.

FRUITS IN TINS AND GLASS, AND MARMALADES—Is the home supply getting low? If so we can show you some splendid substitutes. Fruits of all kinds made by reputable manufacturers. Per tin from ..c to ..c, and in glass jars you can use again at from ..c to ..c. Marmalade ..c a pint jar.

CONDENSED MILK—Every housewife should have a supply of condensed milk in the cellar. There is no purer form, and it is always ready for household use and in case of emergency. Per tin from ..c to ..c.

DON'T FORGET TO ORDER YOUR CANNED FOODS BY THE CASE—
IT SAVES MONEY AND YOU HAVE THEM ALWAYS ON HAND.

87 Bradley St. **THOS. JEPSON** Phone 111

Above is suggestion for a canned foods newspaper advertisement that retailers should try out, with changes to suit them, and prices added.

So the "council of war" was held at headquarters. It was up to Haslam to expound his plans.

"My idea," he told the assembled members, "is to make the week after next a canned goods week. If we talk and display canned foods and tell the people why they should buy them, I see no reason why we cannot dispose of 75 or a 100 cases. To sell them we must have a thorough knowledge of the stock, the

vegetables by the case and dozen rather than by the single tin; pointed out that because the winter was fast disappearing into spring, the home supply of preserves would be on the wane and therefore a hint here and there would frequently make a sale of preserved fruits, jams, jellies, marmalades, etc., and into the bargain gave several hints on arranging displays in the windows and inside the store.

Jepson store presented a fine appearance. One of them contained an extensive display of canned vegetables and fruits and fruits in glass and the other was trimmed with canned fish and meat sauces.

The feature of the display was the fact that the actual contents of a tin of each line of goods were shown. For instance in front of the canned peas unit was a glass jar of peas dumped from one of the tins. A person who stopped

to look at the display centred his attention on this jar. Pains were taken in each case to show inside the glass the finest quality foods in stock. In the case of peas the extra fine sifted were displayed, and in salmon the finest Sockeye and in other lines the brand that Jepson figured was the best he had. Tomatoes and corn were presented in a deep saucer as well as canned beets and pork and beans. The rear of the entire trim was built up with whole cases of various canned foods with a show card in the centre reading: "Buy them by the case and save money"—as the proprietor figured that he could give a better price that way. The wooden edges of the case were concealed by the use of colored tissue paper. This lent an attractive tone to the trim, and indicated tastiness and refinement.

The foreground of the window was covered with a pure white clean cloth raised here and there in folds and dotted with glass jars of jams, etc., three or four in each pyramid. Among the display cards in this fruit and vegetable window were the following: "What is nicer than a dish of tender peas," "Canned whole Tomatoes," "Sweet tender young corn," "Hot pork and beans—a meal in themselves." Each of these cards presented an idea to the housewife, and they were undoubtedly responsible for a great many sales.

On the counters inside a somewhat similar proceedure was followed. Always handy to a salesman's elbow was a glass jar of fine peas, a dish of tomatoes, corn, beets, pork and beans, etc., so that the attention of the purchaser who displayed the "looking around" characteristics at all could be called to them. There was a small table dressed only with condensed milk and still another with meats —tins and glass.

How Actual Sales Were Made.

"What tender looking peas those are," was a remark made by one customer to young Haslam. That was the sort of opening for which he was always looking.

"Yes," he replied," and they are just as tender and sweet as they look"—holding up the glass jar to the light. "We have three grades of peas," he added, "all of which are very nice, but those small ones are particularly delicious—they were picked when very young and packed with the original flavor, while the others while good are somewhat coarser and not quite so palatable."

"How much are they?" was the quite natural question following that interesting talk.

"They are —— cents by the single tin, but if you are fond of peas and like to have them on the table frequently why not try a case as they are shown in the window. By the case we can let you have them almost two cents on the tin cheaper or almost 50 cents altogether—and they are always ready."

That cinched the sale—24 tins instead of one simply because that salesman was not afraid to talk big to a good customer.

Of course the man behind the counter must always know his customer and the size of the family. If there are only two or three in a household probably a dozen would be sufficient. But never stop at one.

Boarding Houses Buy in Quantity.

I know a grocer in a certain city where there was a large college, who used to sell the bulk of his canned goods always by the case. The college meant boarding houses and instead of selling a woman what she asked for—three or four tins—he invariably sold canned foods by the case by pointing to the saving. The retailer knows too that if a customer lays in a case of peas or tomatoes the family is going to use more than if a tin, or two or three cans were bought at once.

Another of the clerks introduced beets in this fashion: "Why I never knew they put beets up in tins," said the customer as she looked at the dish containing them. "Are they nice?"

She was assured that they were—that when creamed they were a most delicious vegetable. "One of our customers told us the other day that she liked our beets very much, and only regretted that she had not become accustomed to using them before. Taste one,"—handing her a fork.

That taste brought out an enquiry for the price—and a new line of goods was introduced to a good customer.

48,000 Tins Every Year.

I know of a small town of about 3,000 population where the retailers sell more than 2,000 cases or 48,000 tins of canned vegetables and fruits annually due to a great extent to the enthusiasm of one of the live grocers. He always displayed canned fruit and vegetables attractively and used every selling talk possible.

The trade of the local hotels was also gone after in the Jepson store during canned foods week. Haslam pointed out that the best hotels throughout the country were all buying their fruits and vegetables in cans thus eliminating washing, cleaning and all waste. He urged the proprietor to get after this trade personally, and to suggest to the big buyers who ordered their goods principally by telephone to purchase by the case. The point was enlarged upon that fruits and vegetables for canning purposes were picked in the neighborhood of the factories when at their best for table use. Buyers, large and small, were asked to contrast such products with the stuff that hucksters frequently trucked around from door to door. Another point brought out was that canned goods properly processed by reliable firms would keep indefinitely and that the housewife would never have to worry about them from the standpoint of deterioration.

All this served to convince the housewife of the wholesomeness and economic value of canned foods. The customers of Thos. Jepson submitted passively to the educational policy the staff had adopted. Jepson never had hoped to sell the quantities of canned and preserved goods that passed over his counter that week. New faces appeared every day in the store, no doubt in response to the advertisements in the local papers and the window displays. Canned goods went out by the dozen and by the case all week—and the store sold them at a substantial net profit too, for as I have pointed out in previous articles price cutting occupied no space in the policy of this store.

FRUITS IN GLASS INDUSTRY.

While it is rather difficult to gather, with any degree of accuracy, figures on the quantity of fruits, jams, jellies, marmalades, etc., put up in Canada in glass, Canadian Grocer has been supplied with an estimate from a reliable source. There are probably from 10,000 to 12,000 gross of jams, etc., made in Canada every year, which figures out at about 1,440,000 jars or more.

When it is further remembered that more than a million glass jars are required for this Canadian fruit; 60,000 cases for the packing it—with 24 jars to a case—the value of the raw material to the Canadian grower and the circulation of sufficient money to get this enormous quantity into the retail stores, the value and importance to Canada of the fruit preserving industry is apparent.

A GREAT CANADIAN INDUSTRY.

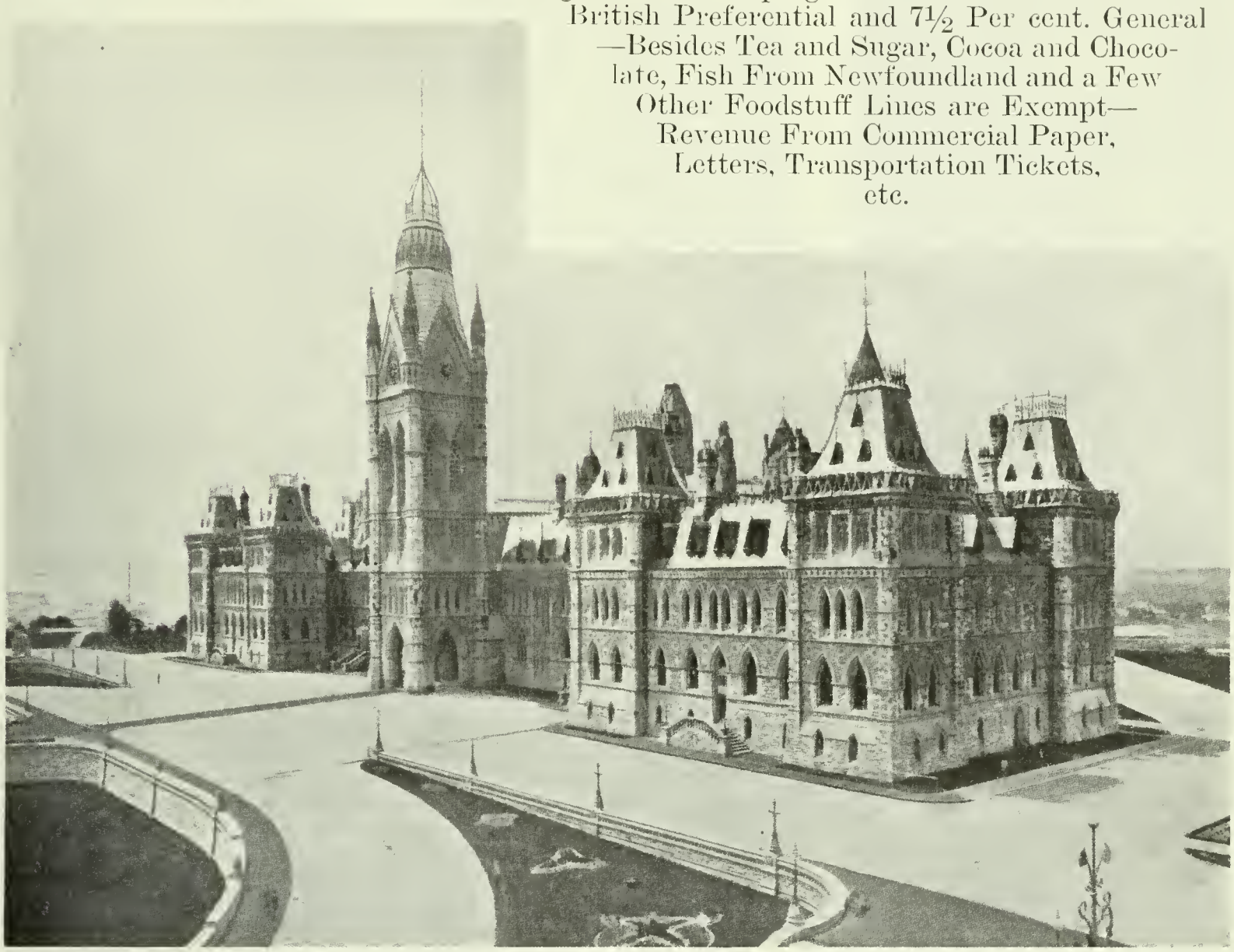
(Continued from page 23.)

railway employees, the employees of the various manufacturers, and of the wholesalers and retailers. Multiply the benefits to Canadians of that one tin by 125,000,000 and every reason is presented why the retailer should consider it a patriotic policy to sell canned foods NOW.

On other pages of this issue are presented facts and figures about the magnitude of individual lines of canned foods and selling methods which have been used by reailers to get them into the hands of the consumer—the ultimate object of every retailer.

Tea and Sugar Escape War Taxes

Finance Minister White Brings Down Budget With Sweeping Advance in Tariff of 5 Per Cent. British Preferential and 7½ Per cent. General —Besides Tea and Sugar, Cocoa and Chocolate, Fish From Newfoundland and a Few Other Foodstuff Lines are Exempt— Revenue From Commercial Paper, Letters, Transportation Tickets, etc.



A splendid view of The Dominion Parliament Buildings at Ottawa where the tariff and war tax interest centred last week.

ONE of the biggest surprises to thousands in the grocery trade that accompanied the presentation of the 1915 Budget was the absence of a tax on tea. For the past month it was astonishing—in view of subsequent developments—the number of importers, wholesalers and retailers who had expected that tea would be made to pay a share of the extra revenue required by the Government. Canadian Grocer consistently opposed a tax on the national beverage since the first of December and practically single-handed we have won out. A copy of this paper with an article urging the Government to withhold the contemplated war tax on tea was sent to almost every member of the Federal Cabinet and in each instance the reply was received that the article had been read and contents noted. Canadian Grocer was the first publication of any kind in Canada to take up the question and only one or two others followed.

What the Retailer Missed.

A few moments reflection will show the dealer what a trial it would have been to him had there been a tax of 5 or 7½% on tea. Tea costing the retailer 28, 29 and 30 cents per pound would have been increased about 2 or 2¼ cents, and as tea is an article usually sold at a popular price (a multiple of 5), it would have been impossible to have raised the price an additional 5 cents and a raise of 2 or 2¼ cents would have been exceedingly clumsy and difficult to explain. To maintain the old prices would have left the retailer with his profits shaved down to a loss in some cases when overhead expenses are taken into consideration. The trade will now appreciate the tea situation. There have of course been no assurances that there will be no further war taxes and if the war continues long into the future—which we trust will not be the case—the Government may again consider tea. In the meantime it is up to the retail associations all over the country to get busy and prevent it.

There had also been considerable talk of another tax on sugar. Canadian Grocer opposed this too, and no later than our last issue stated that from the standpoint of reason there would be none. With an article so staple as sugar which already carried a war tax of 70 cents, it did not seem probable that another would be added—and it wasn't.

It is also interesting to note that there is no further tax on cocoa in view of the fact that the duty has been raised on practically the entire tariff list 7½% general, and 5% preferential, and also placed on nearly everything that has hitherto entered Canada free of duty.

To obtain the extra revenue required Finance Minister White has placed a war tax on various commercial papers, such as cheques, bills of exchange, bills of lading, bank receipts, etc., and on

banks, trust and loan companies, railway and steamship passenger tickets, letters and post cards and has raised the duty by 7½% general, and 5% preferential, on the entire tariff with specific exceptions. On another page is given the sources of revenue, the amount of the war tax in each instance, and the list of articles exempt.

The new customs will therefore mean that not only will those articles which have already borne a duty be raised 5% or 7½% as the case may be, but those goods that have hitherto been admitted free, such as citrus fruits, now bear the duty of 5 or 7½%.

Canadian Grocer has herewith compiled a list of the more important foods and allied lines with their former duties and the new. This table should be kept for reference. To say just what effect the advanced duty will have on each of these lines would be absolutely impossible, but it is reasonable to suppose that the rise in the tariff will have a firming tendency on all lines. Of course if other and stronger causes unite to ease certain markets affected by the new tariff, we shall no doubt see even declines; but broadly speaking practically all foodstuffs in the accompanying list will be firmed up or advanced as a direct result.

Retailers' Profits Will be Cut.

The fact, too, that the tariff has only been advanced 5 and 7½% will probably mean in many cases a cut in the profit percentages of the retail dealer. The retailer buys in quantity and sells in single or small lots and therefore while he will be called upon in the majority of cases to pay the extra duty, he cannot get back that money from the consumer. He must still sell his goods at popular prices (in multiples of 5) and the extra 5 or 7½% is not sufficient to cause him to raise the retail price an extra five cents except in few instances—competition is too keen for that.

The fact that the increases in the duty will not raise prices to any great extent to the consumer, has led many importers of foods, such as nuts, oranges, dried fruits, etc., to reach the conclusion that there will be little decline in the consumption. They also of course see that the Canadian manufacturer of imported raw materials has a handicap over the foreign manufacturer of competitive lines whose goods must bear a higher duty proportionately.

Coming down to specific cases, let us look at the effect on certain imported foodstuffs. Take oranges, lemons, grape fruit, bananas, etc. Hitherto these goods have come in free of duty. Seven and a half per cent. on oranges will mean only an increase of about 20 cents on a case or around 1 to 2 cents a dozen. The same applies to pineapples, and on lem-

The Old and The New

	Old Tariff Br. Pref.	Old Tariff General	NEW TARIFF. Br. Pref.	NEW TARIFF. General
	cts.	cts.		
Almonds, bitter, per lb.	1¾	2	5% advance	7½% advance
Shelled, per lb.	3	4	" "	" "
In shell, per lb.	1¾	2	" "	" "
Apples, dried or evap., per cent.	17½	25	" "	" "
Apples (pine)	free	free	" "	" "
Apricots, dried	17½	25	" "	" "
Anchovies, in glass	17½	30	(No change in French duty)	
In oil in tins, per box	1¼	3½	" " " "	
Bags, jute, hemp, cotton or linen, per cent.	15	20	5% advance	7½% advance
Baked beaus, in tins, per lb.	1	1½	" "	" "
Baking Powders in tins, per lb.	4	6	" "	" "
Beaus, cocoa, not roasted	free	free	(No change)	
cocoa, N.O.P.	15	17½	(No change)	
Biscuits, not sweetened, %	15	25	5% advance	7½% advance
Biscuits, sweetened, %	20	30	(No change)	
Brazil nuts, per lb.	1¾	2	5% advance	7½% advance
Breakfast foods in pkgs., less than 25 lbs., %	17½	25	" "	" "
Brooms	15	20	" "	" "
Broom coru	free	free	" "	" "
Buckwheat flour, pkgs. not exceeding 25 lbs. %	17½	25	" "	" "
Canned meats. %	17½	27½	" "	" "
Canned vegetables, per lb.	1	1½	" "	" "
Cassia, unground, %	10	12½	" "	" "
Cherries, per lb.	1½	2	" "	" "
Cherries and glace fruits, %	22½	35	" "	" "
Castile soap, per lb.	1	2	" "	" "
Caviar. Russian, %		35		" "
Catsups, %	25	35	" "	" "
Celery, %	15	30	" "	" "
Cheese, per lb.	2	3	" "	" "
Chicory, ground or wasted, per lb.	2	3	" "	" "
Chocolate, in powder form %	15	20	(No change)	
Cigars and cigarettes, per lb.	3.50	3.50	5% advance	7½% advance
and %	25	25	" "	" "
Cocoa Butter. per lb.	2½	3	(No change)	
Cocoa paste, in blocks over 2 lbs., per lb.	4	4½	5% advance	7½% advance
Cocoa or chocolate in powdered form, %	22½	27½	" "	" "
Coffee, green, per lb.	2¼	3	" "	" "
Roasted or ground, per lb.	4	5	" "	" "
Confectionery, per lb.	½	½	" "	" "
and %	22½	35	" "	" "
Corn syrup, per gal.	40	62½	" "	" "
Corn, Indian, not for distillation.	free	free	(No change)	
Cornstarch, per lb.	1	1½	5% advance	7½% advance
Cream of tartar, in crystals	free	free	" "	" "
Cranberries, green, %	17½	25	" "	" "
Currants, dried, per lb.	½	2–3	" "	" "
Custard powder, %	22½	35	" "	" "
Dates, dried fruit, per 100 lbs.	40	55	" "	" "
Dried fruits, %	17½	25	" "	" "
Eggs, per dozen	2	3	" "	" "
Egg powder, %	20	25	" "	" "
Essential oils, %	5	10	" "	" "
Figs, dried fruit, per cwt.	40	55	" "	" "
In glass jars, not in syrup, per cwt.	40	55	" "	" "
Fly paper, %	22½	35	" "	" "
Fruits, Green—				
Oranges	free	free	" "	" "
Lemons	free	free	" "	" "
Limes	free	free	" "	" "
Pineapples	free	free	" "	" "
Bananas	free	free	" "	" "
Grape fruit	free	free	" "	" "
Fruits, in tins, etc., per lb.	1¾	2½	" "	" "
Fruit, jars of glass, %	20	32½		
Fruit juices, more than 25% proof spirit, per gal.	2.40	2.40	" "	" "
and %	30	30		
Fruit juices, not more than 25% proof spirits per gal.	60	60	" "	" "
Fruits, candied. %	22½	35	" "	" "
Garden seeds, in pkgs. over 1 lb., %	5	10	" "	" "
Garden seeds, in pkgs., less than 1 lb., %	15	25	" "	" "
Gelatine, etc., %	17½	27½	" "	" "
Ginger and spices, unground, %	10	12½	" "	" "
Ginger, preserved, %	25	35	" "	" "
Gums, crude	free	free	" "	" "
Jellies, jams, per lb.	2¾	3¾	" "	" "
Jelly powders, %	22½	35	" "	
Lemon and orange peel, drained, %	22½	35	" "	" "
Mace, whole or unground, %	12½	20	" "	" "
Mace, ground	20	30	" "	" "
Macaroni, etc., per 100 lbs.	.75	1.25	" "	" "
Marmalade, per lb.	2¼	3¼	" "	" "
Meats, extract of beef	17½	27½	" "	" "
Meats, patted	17½	27½	" "	" "
Molasses, from sugar cane	free	03	" "	" "
Molasses, in tins, per cwt.	35	50	" "	" "
Nuts—				
Peanuts, shelled, per lb.	1¾	2	" "	" "
Brazils, pecans, filberts and walnuts in shell	1¾	2	" "	" "
Filberts, shelled, per lb.	3	4	" "	" "
Pecans, shelled, per lb.	3	4	" "	" "
Walnuts, shelled, per lb.	3	4	" "	" "
Nutmegs and mace, unground, %	12½	20	" "	" "

	Old Tariff Br. Pref.	General	NEW TARIFF. Br. Pref.	General
Nutmegs and mace, ground, %	20	30	" "	" "
Oil, cottonseed, %	15	17½	" "	" "
Olive oil, %	15	20	(No change in French duty)	
Olives, green, %	17½	25	5% advance	7½% advance
Pickled, %	25	35	" "	" "
Onions, %	15	30	" "	" "
Peaches, dried	17½	25	" "	" "
Peanut butter, per lb.	3	4	" "	" "
Pears, green, per 160 lbs.	35	50	" "	" "
Peas, canned, per lb.	1	1½	" "	" "
Peppers, green, %	15	30	" "	" "
Pepper, unground, %	10	12½	" "	" "
Pickles, %	25	35	" "	" "
Pimento, unground	10	12½	" "	" "
Potatoes, sweet, per bush.	7	10	" "	" "
Preserves, jams, etc., per lb.	2¼	3¼	" "	" "
Prunes, dried, per lb.	½	2-3	" "	" "
Prnes, dried, per lb.	½	2-3	" "	" "
Raisins, per lb.	½	2-3	" "	" "
Rice, cleaned, per cwt.	50	75	" "	" "
Uncleaned	free	free	" "	" "
Sago, %	17½	27½	" "	" "
Salt, for fisheries	free	free	(No change)	
Salt in bulk, N.O.P., cwt.	free	.05	5% advance	7½% advance
Sardines, in oil or otherwise, over 20 oz., per box	3½	.06	(No change in French duty)	
Sauces and ketchups, %	25	35	5% advance	7½% advance
Soap, common, per cwt.	65	1.00	" "	" "
Toilet, %	22½	32½	" "	" "
Soap, powders	22½	32½	" "	" "
Spices, N.O.P., unground	10	12½	" "	" "
Starch, per lb.	1	1½	" "	" "
Sugar, refined, per cwt.	1.52	1.93	(No change)	
Raws, per cwt.	88	1.11¾	(No change)	
Raws (ref. privilege)	88	88	(No change)	
Tapioca, %	17½	27½	5% advance	7½% advance
Tea	free	free	(No change)	
Tea lead	free	free	5% advance	7½% advance
Tea packages, tin, %	15	25	" "	" "
Tobacco, cut, per lb.	65	65	(No change)	
Mf'g'd and snuff, per lb.	60	60	(No change)	
Vanilla beans, crude	free	free	5% advance	7½% advance
Vegetables—				
Tomatoes, fresh, %	20	30	" "	" "
Melons, each	2	3	" "	" "
Potatoes	12½	20	" "	" "
Vinegar, per gal.	0.10	0.15	" "	" "

HON. THOS. WHITE,
Canadian Finance Minister, who presented the tariff changes and war taxes last Thursday.

ons the increase would be only about 10 cents or a little more per box. On grape fruit the importers price would be possibly from 10 to 15 cents extra on a case. In the case of these citrus fruits, therefore, the wholesaler and retailer may have to divide the duty between them and it is not likely there will be any advance to the consumer—or if one it will be very small.

With imported vegetables (raw) the situation is somewhat different. Already for instance there is a duty against tomatoes of 30% (general tariff), and with an additional one of 7½% the consumption which is never very great at any time—and particularly when prices are high—is almost sure to be curtailed.

The trade generally expected to see a duty of 25 cents a box on oranges the same as existed some years ago, but they did not expect any advance in vegetables.

From the new schedule it will be seen that there is another duty on coffee. Last fall there was a war tax of 3 cents placed on green coffees (general tariff) and the extra 7½% will raise this further from 2 to 3 cents a pound on coffee, costing from 26 cents up, making a total coffee war tax of 5 or 6 cents. The duty on spices will now be generally speaking 20% instead of 12½%. Jelly powders manufactured in Canada are not much affected on account of there being no extra duty on sugar.

Little Effect on Dried Fruits.

The government will not for a long time get much revenue from European raisins. These are pretty much all imported between August and November and there will be few come in for seven or eight months. The general tariff on raisins was 2-3 of a cent. per pound, and as raisins are imported around 6 to 9c, the raise in the duty will not mean anything more to the consumer. There are some currants coming through but only occasional carloads. The rise here will also be inclined to make but little difference in the consumption.

In the official announcement of the tariff by the Finance Minister, a clause in regard to tariff changes reads that "goods enumerated in Schedule C of the French Convention Act, 1908," are exempt from further duty. Importers are of the opinion therefore that goods such as French olive oils, sardines, anchovies, etc., will not be included in the list of goods bearing the higher duties.

The increase in the tariff on eggs is likely to have a considerable effect on prices in Canada at certain times of the year. Seven and a half per cent. means 2 cents a dozen when eggs are around 26 cents a dozen, and 3 cents when they are 39 or 40 cents. Prior to the tariff advance, the duty (general tariff) on eggs was 3 cents a dozen, so that now we shall have a duty of anywhere from 5 to 6 cents during the cold season. Even when eggs are plentiful in the United States prices there would have to be 6 or 7 cents lower than Canadian prices before importations would be possible (figuring a cent a dozen for freight). This practically shuts out United States eggs.

Oysters Advancing.

As a direct effect of the new tariff of 7½ per cent. extra on oysters, one firm—the Connecticut Oyster Co.—has announced an advance of 10 cents a wine gallon, to take place on Monday next, February 22. The new range of prices will be $1.75 up to $2.10. The former duty on shelled oysters in bulk was 7 cents per gallon preferential and 10 cents general.

In a word the new tariff announcement is important from these standpoints:

(1) Tea, sugar, cocoa and chocolate are exempt from the tariff changes;

(2) The advance of 5% in the preferential and 7½% in the general tariff will tend to firm prices on all imported lines affected, but will also tend to decrease the profit margins of the retailer on those goods;

(3) From the consumers' standpoint, the increase will have little effect in that more staple lines, such as nuts, oranges, bananas, dried fruits, but will tend to decrease consumption on luxuries already highly taxed, such as winter vegetables from the United States.

(4) The new duties will give the Canadian manufacturer using foreign raw materials an advantage over the foreign manufacturer competing against him.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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RESOLUTIONS OF A LIVE WIRE.

Because canned foods and preserved fruits, jams, etc., are essentially a Canadian product, since the sugar is refined and the raw materials are grown here and the tins and glass jars made in Canada; and because the cases are made by Canadian workmen in Canadian factories and the lumber comes from Canadian forests, I have resolved to push their sales during 1915 *with more energy than ever. I realize that by SELLING canned foods, I am not only directly, but indirectly profiting ourselves thereby.—A.L.W.*

No Tax on Tea.

THE Budget has been brought down and there is no tax on tea. This is one thing for which the trade of Canada should be thankful, because if there had been a duty on the national beverage of the country, the retailer would have been up against a serious problem.

Either he would have had to raise his prices a cent or two and sold at an unpopular price or he would have had to maintain present prices and swallow a drop in his profits.

Canadian Grocer took the ground some months ago when everyone was talking a war tax on tea and expecting one, that there should be none. In fact this was the only paper in Canada that opposed the tax until a week or two ago when one or two others followed. As announced last week, we sent a copy of a special article on the subject which appeared early in January to the Cabinet Ministers at Ottawa and received replies from them that they had read the article. In view of the fact that Hon. Thos. White, as Finance Minister, had more to do with the drawing up of the new taxes schedule than any other cabinet minister, the reply from his department to our letter will prove interesting. It is as follows:

Editor, Canadian Grocer.
Dear Sir:—

I have the honor to acknowledge the receipt of your letter of the 9th instant addressed to the Honorable the Minister of Finance, enclosing copy of Canadian Grocer, which contains an article entitled: "A War Tax on Tea Would be Burden to Poor."

The contents of the article have been carefully noted.

R. W. BREADEUR,
Tariff Officer.

Finance Department, Tariff Branch.

When the Budget was brought down it was a pleasure to note that the contents of the article had been more than noted—they were acted upon. Not only did Canadian Grocer oppose a tea tax but we suggested that revenue be collected from sources that could afford to pay it, such as bankers, brokers, perfumes, steamship tickets, parlor and sleeping car passengers, theatres and movies, etc. How nearly we came to hitting the mark, the trade now knows.

There was a splendid opportunity here for the retail associations to make their organization felt. A despatch was printed last week prior to the Budget presentation, to show that the cabinet was wavering in the matter of whether there should be a tax on tea or not. It was no doubt a narrow escape. Had the associations taken up the matter strongly with every cabinet minister a month ago there would have been no danger whatever. As it happened tea escaped the tax for the present, but should the war be long drawn out, further taxes may be necessary and it would be just as well to get busy at once and oppose any tax on tea in the future.

It was too bad that there should have been so much speculation on both tea and sugar prior to the presentation of the Budget. With a war tax of 70 cents already on the latter it was unreasonable to expect another. That might have tended to a decline in consumption and a lower revenue than is at present being received; and with tea, the national beverage of the poor as well as the rich it would have been a mistake to have levied duty on it.

The Retailer and the Tariff

FROM the standpoint of the retailer the increase in the tariff of 5%, British Preferential, and 7½% General, is likely to have the effect of shaving profits. That the raise in the duty was not entirely unexpected was evidenced by the rumors floating around a few weeks prior to the presentation of the Budget to the effect that the raise would amount to about 10% all round. This appeared in Canadian Grocer a couple of weeks ago. But the very fact that the increase in the tariff was of such a comparatively small amount, is going to mean that while the retailer will be called upon to pay it in buying his goods, the advance on individual items will be so small that it will be difficult for him to raise many of his prices to the consumer.

Take a dozen oranges for instance. The duty means an advance of only about a cent or so a dozen, and if the retailer is selling oranges at 30 cents a dozen it would be difficult for him to advance to 31 cents. It would be still more difficult for him to get back any of the money paid in lieu of the duty, if he sells his oranges for say 2 or 3 for five or ten cents.

The same applies to practically every line bought in quantity and retailed at so many for five or ten cents. The retail dealer in groceries is not experiencing any undue profits in view of the keen competition everywhere and he must carefully guard against any raid upon them. The advance in the tariff will certainly mean that he will have to pay more for his goods and he will come out allright at the end of the year.

There ought to be no reason why the dealer should be called upon to pay other people's war taxes.

Advertise Canada

IT has been estimated that wealthy residents of the United States have been spending some $400,000,000 in Europe annually. It is plain to be seen that this year the door of Europe is practically barred to them—or at any rate they would not want to go if permission were freely granted.

What is to hinder Canada from getting a big share of that $400,000,000? Many United States papers have of later years been running the slogan "See America First" and as Canada is a part of America, and as we can present to our neighbors some of the finest scenery and fishing lakes in the world, why shouldn't we get many more thousands of tourists from the United States than in former years?

Here is an opportunity for our Federal Government to conduct a strong advertising campaign in the United States that would be certain to get results beneficial to practically every Canadian. Four hundred millions is a lot of money and so is half or a quarter of that amount. Canada has many ideal districts for pleasing the tourists. There is no finer scenery to be found anywhere than in British Columbia with its mountains. The Maritime provinces on the other side of the continent are rich in natural beauty; Quebec and Ontario present unparalleled fishing and hunting possibilities and the undulating prairies of the West—the granary of the Empire—with their mile upon mile of golden grain constitute a sight never to be forgotten.

The opportunities therefore for a strong Government advertising campaign are great and right now is the time to make preparations for launching it.

Maple Products Law in Effect

CONTRARY to what has been stated to the effect that the new maple product regulations will not become law for some time, and that the retailer is not liable if he sells his goods in good faith, Canadian Grocer feels it a duty to again point out that the new law came into effect on January 1 last, and that the retailer is liable in case products labelled "maple" and which are not pure are found on his shelves.

While it may not be that the Government will send out its inspectors to collect samples of maple products for some months, yet the law is now in effect and samples are liable to be taken from the shelves of the retailer at any time. Our advice is that the letter of the law be strictly adhered to, which means that there should be no syrup or sugar in any grocery store labelled with the word "maple" unless that syrup and sugar are absolutely pure products of the maple tree.

The Adulteration Act plainly makes the retailer liable to a fine if the law is broken. There is no getting away from that. While it may not be just in every case yet a police court magistrate usually goes by the wording of the law and not by personal sentiment.

In view of these things we unhesitatingly urge every Canadian retailer to observe the new maple products regulations strictly.

Editorial Notes

HAVE YOU seen any airship raiders yet?

* * *

THE INEVITABLE has happened—the budget is down.

* * *

THERE IS TO be no tax on tea—a victory for the retailers, and a God-send to the poor.

* * *

SUGAR NOW bears a war tax of 70 cents a hundred. There was no room for an additional duty.

* * *

THE HIGH FOOD value of canned goods makes them particularly good lines to feature at all times.

* * *

WE HAVE already had a taste of spring this month—probably the bear and the shadow story is more than legendary.

* * *

THERE ARE few industries in Canada of greater importance than that of food canning as is shown by the first article of this issue.

* * *

THE ALLEGED German aeroplane raid on Ottawa may possibly have been engineered by interests after a bunch of money—and the train service was too slow for them.

* * *

ABOUT A MILLION cases of canned salmon are produced in Canada every year representing a money circulation before they reach the consumer of some eight or nine million dollars.

Sources of the Extra Revenue

The Tariff Changes in Brief and Some Estimates of What the War Taxes Will Bring—Banks, Loan Companies, Cables and Telegraphs, Passenger on Railways and Steamships, Letters and Post Cards Among the Sources.

From the Banks—A tax to be paid quarterly, equal to ¼ of 1% upon average amount of the notes in circulation during the three months preceding.—Estimated revenue—$1,050,000.

From the Loan and Trust Companies—A tax of 1% upon the gross amount of interest from loans and investments in Canada, and the same tax on the gross amount of income other than interest on business transacted in Canada received by the company on and after Jan. 1, 1915.—Estimated revenue $1,000,000.

From the Insurance Companies—A 1% tax on the net premiums received by the company on and after Jan. 1, 1915,—other than life and marine companies and fraternal benefit societies.—Estimated revenue—$301,000.

From Cable and Telegraph Companies—A 1 cent tax on each message from each office in Canada for which a charge of 15 cents or more was imposed, the company having the right to collect the one cent from the party who sends the message.—Estimated revenue—$100,000.

From Purchasers of Transportation Tickets—A tax of 5 cents on every railway passenger ticket over $1 and not more than $5, to any place in or outside of Canada; on every steamboat passenger ticket between Canadian ports or from a Canadian port to a port in Newfoundland, the West Indian Colonies or the United States; on tickets over both railway or steamboat lines to the above places. If the ticket amounts to more than $5 the additional tax will be five cents for each additional $5 or fraction thereto—Estimated revenue—$3,000,000.

From Sleeping and Parlor Car Accommodation—10 cents for each berth bought, and 5 cents for each parlor car seat.

From Passenger Steamship Companies—A tax of $1 for each passenger carried between Canadian points or from Canadian points to points in Newfoundland, West Indian Colonies and to the United States if the amount chargeable for the passage exceeds $10; the sum of $3 if the amount exceeds $30; and $5 if the amount exceeds $60—the company may collect this from the passenger.—Estimated revenue—$750,000.

From Drawers of Cheques and Bills of Exchange—A tax of 2 cents on each cheque payable at or by a bank, and the same on each bill of exchange through a bank or delivered to a bank for collection; also a cheque or other bill of exchange made out of Canada shall before presentment for payment have affixed a stamp to the value of 2 cents, and the value of the stamp shall be chargeable to the person entitled to the proceeds of the cheque or bill.—Estimated revenue—$800,000.

From Bank Receipts—A tax of 2 cents on a receipt for money paid to a customer by the bank and chargeable against a deposit to his credit.

From Express Companies—A tax of 2 cents on money orders or travelers' cheques, a stamp to be affixed before one is issued and chargeable to the purchaser.

From Money Orders and Postal Notes—A tax of 2 cents and 1 cent respectively to be affixed by the Post Office to be paid for by the purchaser. On these stamps will be printed the words "war tax."

From Letters and Post Cards—A tax of 1 cent on each letter and post card sent by post. The stamp will have the words "war tax" printed on it.—Estimated revenue—$6,934,000.

From Bills of Lading—A tax of 2 cents in the form of a stamp on each bill of lading or other evidence of receipt for goods to be exported or carried coastwise or to be transported by railway. The person by whom the goods are received affixes the stamp.

From Proprietary or Patent Medicine and Perfumery—Tax of 1 cent when the retail price for each bottle or package is 10 cents or less and for each additional 10 cents or fraction thereof, 1 cent.

From Non-sparkling Wines—Tax of 5 cents on each bottle of one quart or less, and 5 cents for each additional quart or fraction of a quart.

From Champagne and Sparkling Wines—Tax of 25 cents on each bottle of one pint or less and 25 cents additional for each extra pint or fraction thereof. (The new duties on wines and champagne took effect on Feb. 12.)

From Duties on all Imported Goods (with some exceptions)—The entire tariff schedules have been advanced as follows: British Preferential 5%; Intermediate 7½% and General 7½%. The exceptions include tea, fish from Newfoundland; cocoa and chocolate products, salt for the fisheries, Indian corn, except for distillation purposes; wheat, wheat flour, sweetened biscuits, sugar, tobacco, wines from South Africa; animals for the improvement of stock; squid, oysters, fish and fish eggs for propagating purposes; books, printed; newspapers and magazines; news printing paper; matrix paper; nicotine sulphate; ores of metals; bells for churches; gold and silver coin and gold and silver in ingots, blocks, bar, drops, etc.; typesetting and typecasting machines; newspaper printing presses; mowers, binders, harvesters and reapers; traction ditching machines; surgical and dental instruments; material for ships; binder twine; articles for the manufacturing of binder twine; fish hooks, lines, twines and nets for the fisheries; artificial limbs, artificial teeth, not mounted; articles specified in tariff for schools, hospitals and charitable objects; settlers' effects.

Current News

Quebec and Maritime Provinces.

Bernard & Berger, grocers have registered in St. Johns, Que.

H. A. Channel, grocer and grain merchant, Stanstead, Que., died recently.

Two representatives of J. C. Whitney, tea importer, Chicago, were in Montreal this week.

Fire destroyed the store of S. Burdick, 3183 and 3185 Stewart Avenue, Bordeaux, Que., on Monday.

John D. Hutchins, of John Duncan & Co., tea importers, Montreal, left this week for a vacation in Florida.

The Montreal Grocery Clerks' Union have decided to hold their annual picnic at St. Rose this year, early in June.

Alex. Hendry, tea importer, Montreal, who injured his leg recently, is much better, and will be back at his office shortly.

W. H. Escott Co., Limited, Winnipeg, have recently been appointed representatives in Manitoba, Saskatchewan and Alberta for the Stewart, Foster Co., of Toronto, manufacturers of Sun Ammonia.

George Vipond, head of the wholesale fruit merchants of Montreal, returned last week from a trip to California, combining pleasure with business. He reports that the fig, apple and grape crop this year will, according to present indications, be very good, while oranges and lemons will not be as good as last year.

About forty New Glasgow, N.S., merchants in various lines of business have signed an agreement to close their stores at 8.30 p.m. on Tuesdays and at 6 p.m. in Thursday evenings during the months of February and March. This is in accordance with the action recently taken by the grocers of the town. This will be continued during these months with the exception of any Tuesday or Thursday that may have a steel works pay on these days.

Ontario.

John Clark, grocer, Stayner, Ont., has sold to Hugh Lamont.

Norman A. Allan, grocer, Queen street east, Toronto, died last week.

Wm. Johnson, grocer, Sarnia, Ont., died last week at an old age.

J. K. Whitelaw, grocer, Arnprior, Ont., is succeeded by J. Lemourie.

S. H. Broley, grocer, Barrie, Ont., has sold to W. J. Coulten.

J. A. Kilgour, general merchant, Tralee, Ont., has sold to Hugh Hamilton.

Fire destroyed the general store of Thos. Clements, Warsaw, Ont., recently.

Daniel Lund has taken over the business of Lund Bros., grocers, Sackville, Ont.

A. R. W. Burrows, general merchant, Middlemiss, Ont., has sold to R. C. Fletcher.

W. J. Wilson, of S. H. Ewing Co., Montreal, left this week on his spring Maritime trip.

Edgar Patterson has purchased the grocery and confectionery business of Harrison Bros., Shelburne, Ont.

W. E. Lyons has purchased the baking confectionery, grocery and stationery business of the late W. N. Starr, Newmarket, Ont.

Wm. Neilson, head of Wm. Neilson, Limited, confectionery manufacturers, Toronto, passed away last week at the age of seventy-one years.

J. Wagstaffe, manufacturer of jams, etc., Hamilton, Ont., was among those who attended the annual convention of National Canners' Association of the United States at New York.

Kingston, Ont., merchants are discussing the question of a three-days' carnival, which is to be the farewell of Eastern Ontario to the 21st Battalion.

John W. Bowman & Co., wholesale grocers, Toronto, have assigned to E. R. C. Clarkson, liabilities estimated at $20,000. The Household Co-operative Stores also assigned yesterday to the same firm, liabilities estimated at $10,000.

Harry C. Baker, for many years Western Canada representative of the Eby-Blain Company, wholesale grocers, Toronto, died last week. He was fifty-six years of age, and had been ill for about two years. He was born in St. Peter's Minn., and had been a salesman practically all his life. Except for a short time during which he was in business for himself, Mr. Baker had been with the Eby-Blain Company. He was a brother of Wallace J. Baker, sales promotion manager of the Canadian Cereal Flour Mills Co., Limited.

Western Canada.

Thos. Mailhoit, general merchant, Montmartre, Sask., has sold to A. T. Breton.

E. J. Willes, grocer, Winnipeg, is succeeded by M. J. Lacell.

Delong & May have opened a grocery store in Reston, Man.

W. C. Rutherford, grocer, Winnipeg, is succeeded by H. Beaudry.

J. A. Currie, general merchant, Mather, Man., has sold to W. C. Rutherford.

A. G. Wildren, Edmonton, Alta., has opened a manufacturers' agency business.

Jordan & Cummings, general merchants, Dummer, Sask., are succeeded by Watson & Cummins.

Little & Atchison, grocers, Cranbrook, B.C., are now located in new premises, fitted up with new fixtures.

A. E. Emery has severed his connection with the James Ramsey, Limited, Alta. He was vice-president.

FISH MEN ORGANIZE IN OTTAWA.

The fish men—curers, packers, wholesalers and retailers—were in Ottawa last week to form the Canadian Fisheries Association. The main idea is to protect the fish men by getting attractive rates for transportation of fish. The association will also conduct an educational campaign among all those engaged in the fish business. The officers are:—President, D. A. Byrne, Montreal; first vice-president, S. Y. Wilson, Halifax; second vice-president, W. H. Barker, Vancouver; secretary-treasurer, F. W. Wallace, Montreal: executive committee, M. Lapointe, Ottawa: F. T. James, Toronto; J. Bowman, Port Arthur, for Ontario: A. H. Whitman, Halifax: H. B. Short, Digby: W. P. Scott, Queensport, for Nova Scotia: Walter Leonard, St. John: R. O'Leary, Richibucto: W. G. Logie, Chatham, for New Brunswick: Hon. J. McLean, Souris: Charles Longworth, Charlottetown, for Prince Edward Island: J. A. Paulhus, A. H. Brittain, W. R. Spooner, Montreal, for Quebec: A. L. Hager, Peter Wallace, W. H. Greenwood, Vancouver: and H. S. Clements, M.P., Prince Rupert, for British Columbia.

Tariff Effect Upon Markets

Tendency is to Firm Prices on All Imported Goods—Montreal Wholesalers Already Advance Dried Fruits, Spices and Nuts—Toronto Will Likely Wait a Few Days—Tea Firm and Higher—Macaroni Market Up—Cocoa Situation Firm —Montreal Firm Lowers Fancy Rice Prices.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Package oats, $4.75 per case.
Hominy affected by tariff.
Flour market dull..
Expect firm feed market.

PRODUCE AND PROVISIONS—
Barrelled pork up $1.50.
Compound lard ¼c higher.
Tariff checks egg decline.
Selects down one cent.
Live ducks in demand.

FRUIT AND VEGETABLES—
Cranberries going slow.
Baldwins up to $4.
Valencias down to $4.50.
Radishes 50c per doz.
Watercress worth $1.10.

FISH AND OYSTERS—
Offer lake herrings 4½c.
Malpeques cleaned up.
Bulk oysters easier.
Tomcods down to $1.50 bbl.

GENERAL GROCERIES—
Molasses going up.
Shelled nuts up 2c; in shell 1c.
Rices advanced 10c per cwt.
Most dried fruits go up ½c.
Lima beans quoted 9-9½c.
Canadian bean market easier.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Flour steadier.
Rolled oats stroug.
Barley very firm.
Export trade in flour quiet.

PRODUCE AND PROVISIONS—
Cheese up another ½c.
Eggs lower.
Poultry deliveries heavy.
Butter firm.

FRUIT AND VEGETABLES—
Spies scarce and higher.
American fruit up.
Influence of tariff.
Pineapples advance.
Celery scarce.

FISH AND OYSTERS—
Scarcity of cod.
Lobster is high.
Advance in haddie.
General trade better.

GENERAL GROCERIES—
Tariff will mean increases.
Average advance of ten per cent. may be deferred.
Tea very strong.
Coffee easier.

QUEBEC MARKETS.

Montreal, Feb. 18.—The first impression among the trade here is that the Finance Minister has distributed the war tax in a manner that reaches a maximum number of people, and makes almost everybody pay their share. This, of course, may be changed later. The first announcement appeared in the Thursday evening papers, and it was not known then whether tea came under the 5 and 7½ per cent. increase or not. Friday morning the truth was known. It is believed by many that the Finance Minister, knowing how heavily tea was being bought throughout Canada, decided to delay the tax until a time when these large supplies are exhausted, when a special session will be called for imposing a duty on tea. The question is being asked: Have the Government been deceived? Have they been under the impression that a tea tax would not produce the desired revenue? The stocks in the hands of wholesalers are not very large. Many retailers, on the other hand, bought supplies to last for four and six months on an average.

Those who bought sugar—and the amount of sugar bought during the past two weeks was enormous—are also disappointed. Some of the refiners took advantage of the opportunity to bring in fresh supplies of raws, paying handsome duty charges. With the market looking like a decline, there may be some expressing sorrow that they bought. On the other hand, large supplies were bought of lines which did come under the new tariff. One thing which cannot be understood by many is why coffee should be taxed again, while tea got away with nothing. In the meantime, common teas have declined considerably, while better teas are more or less maintaining prices. Few sales are being made.

Wholesalers who handle wines have been engaged since the budget came down sticking stamps on wines. Retailers also may be doing the same. The fine for sales without stamps is $250, and everybody is supposed to be familiar with the law. Wholesalers have also figured out advances in lines coming under the 7½ and preferential tariff. These have not been figured exactly, as the whole list cannot be arranged suddenly, but the advance is covered roughly until the wholesalers are importing, when they will know exactly what advances to make.

The flour and cereal market is not affected by the tariff. In the fruit and vegetable market higher prices to the retailer will be seen on a large number of lines. In fish, oysters and fresh fish being brought in from Boston will come under the tariff. American eggs will not come in so freely, and the tariff helps to hold the Canadian market up. Advances have taken place in barreled pork and compound lard, both of which come from the United States.

In the general grocery markets, quite a number of lines are affected. Most dried fruits advance about half a cent. per pound. Higher prices are quoted on both imported and Canadian rices. Coffees are dearer. Nuts are up 2c per lb. for shelled, and 1c per lb. in the shell. Spices are up 1c per lb. all round.

SUGAR.—During past week raws fell from 4c, and by Tuesday had reached 3½c. With this decline, and considering amount of business done during the past two weeks, it is not surprising that refiners are doing little business. The decline in New York is attributed somewhat to freights offering more freely, making it easier to convey sugar from source of supply. Those refiners who made sales of sugar with a guarantee against an increase in war tax were good guessers. Much business was placed on this basis. One refiner in particular insisted that all sugar be paid for and delivered before the handing down of the budget. In view of conditions in New York, the Canadian market shows some symptoms of weakness, and unless a recuperation takes place, a decline here would not be surprising.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—On most lines an advance of ½c per lb. was made to allow for increase in tariff, particularly Californian lines. There is no change in the price of peels. Currants advanced ½c, but quotations were high before. Dates advanced ½c. Stocks of figs are very limited, and no glove boxes are available. Prunes advanced ½c. Valencia raisins were not advanced in every case, as the market had been firm for several weeks, and prices were high anyway. These table raisin prices are only nominal, and stocks in Montreal are very light. California muscatels are now 8½c instead of 8c. California seeded and seedless are up ½c.

EVAPORATED FRUITS.	Per lb.
Apples, best winter	0 08
Apricots	0 15½
Nectarines, choice	0 11½

Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13½

DRIED FRUITS.

Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08½
Hallowee, 1-lb. pkgs.	0 08	0 09
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14½
40 to 50, in 25-lb. boxes, faced	....	0 13½
50 to 60, in 25-lb. boxes, faced	....	0 12½
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 11
80 to 90, in 25-lb. boxes, faced	....	0 10½
90 to 100, in 25-lb. boxes, faced	....	0 10
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 09	0 09¼
Valencia, selected	....	0 08
Valencia, 4-cr. layer	....	0 09
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09½
Fancy seeded, 16 oz.	....	0 10½
Choice seeded, 16 oz.	....	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—The increase in tariff applies to raw rice, and Montreal mills announced an advance of 10c per 100 lbs. on Monday. Vancouver mills have also advanced their prices. An increase of 5 per cent. means an advance on imported refined rices of 25c per bag. Before the budget came down, Montreal wholesalers were big buyers of rice. Quotations on Rangoon rices are put up 10c per cwt., but fancy rices are lower here. Tapioca and sago remain on old quotations. The first cost of sago is only around 2c, and the increase in tariff is almost negligible.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	**Per cwt.**
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 85
Ice drips	5 80
Snow	5 70
Carolina head	7 85
Polished	5 25
Pearl	5 35

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¼	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06⅛
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—Some doubt existed in Montreal for a while whether molasses would be taxed under the new tariff. Advice was sought at Ottawa, and word arrived that molasses would be taxed 5 per cent. As the local market is strong, an advance of about 2c may be expected this week. The increase in duty will amount to from 1c to 1¾c, depending on the price in Barbadoes. Nothing is heard of any sales of new crop having been made. There are those who are ready to buy as soon as freight rates are announced and the price is right. Some think that the freight rates will not be announced for several weeks. Crop reports from Barbadoes state that the crop this year will be as big as last year, which was a bumper one. The price must come down, and with sugar easier in New York, cheaper molasses, the price is likely to be down soon.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.43	.41
Barrels	.46	.44
Half barrels	.48	.47

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheous or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 3¾c; ½ bbls.	0 04
Cases, 2 lb. tins, 2 doz. per case	2 05
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 25
Maple sugar, pure, per lb.	0 13 0 11

COFFEE.—According to Hon. Mr. White's statement in the House, a further tax of 7½ per cent. is imposed on coffee. It is believed by some Montreal importers that a mistake has been made, and the matter will come before a committee of the House at the end of this week. It is considered an injustice that coffee should be singled out for a second tax. Efforts are being made to show the injustice of this tax, and it is believed by some the 7½ per cent. tax will be withdrawn. But we shall have to await developments.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 34
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 30	0 33
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS. — Several wholesale houses have advanced their prices 2c per pound on shelled nuts, and 1c per lb. on nuts in shell. This became necessary when importers began quoting higher prices. Shelled walnuts, which were 29c in the first market a week ago, are now quoted at 32½c. A scarcity is reported in France for some reason or other, which is keeping the market fairly firm. The price paid by wholesaler for shelled almonds is to-day 36c, whereas the retailer could buy at that price a week ago. There is a steady demand for nuts. There was very little speculation last week .

Almonds, Tara	....	0 18
Grenobles, new	0 16½	0 17½
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 32	0 36
Shelled almonds, 28 lb. boxes, per lb.	0 38	0 40
Sicily filberts	....	0 14½
Pecans, large	....	0 19
Brazils, new	0 14	0 15
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10
Canadian chestnuts	....	0 12

SPICES.—All prices were advanced 1c per lb. An increase in the tariff will mean that many Montreal houses who have hitherto bought in New York, will now buy in London. The duty on spices coming from New York has always been higher than from London, but as freights were more favorable, and New York importers were able to give almost as good prices as London, business was placed there. Now that the duty from New York has been advanced still further, much business will be switched to London. A cable from London this week announces that D. Cochin ginger is not offering in India. Singapore white pepper is quoted 10½d. c.i.f., New York. Penang white pepper is quoted 9⅜d. These are for shipments direct from Straits. New York importers state that for February, March and even April needs there are likely to be extreme prices.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—0 26	1 08—1 21	—0 33
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	——	——
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	——	——

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 17	0 19
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	0 26	0 31
Shredded cocoanut, in pails	....	0 19½

DRIED VEGETABLES.—The bean market is easier this week. Whereas the wholesalers were paying $3.10 a week ago, they are now buying at $2.90. Before the budget came down, growers were "bulling" like everybody else. Now things are settling down, and the feeling is that prices were advanced too quickly. An advance of 10c per week is not healthy. Whole peas continue poor in quality, and bring prices about twice as high as they are ordinarily. Splits are in about the same condition, costing the retailer $5.25. Lima beans will be slightly affected under the tariff, and are quoted now 9-9½c. Pot barley is not affected. Quotations are $3 for pot barley, and $4.50 for pearl.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 50
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 09	0 09½
Peas, Imperial green, per bushel	....	2 60
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

ONTARIO MARKETS.

Toronto, Feb. 18.—Talk on the Street is all about the tariff, of course. Hon. Mr. White did some things he was not expected to, and he left undone some things that he was expected to do. The seven and a half per cent. additional on foreign importations, and the five per cent. on British preferential, between them cover a pretty broad field, so far as the grocery trade is concerned. Up to now merchants and business have not figured out exactly where they are at—to use a colloquialism—and are not anxious to commit themselves to any statement whatever as to whether prices

will be raised immediately or no. The general opinion is that most wholesalers are pretty well stocked and probably an immediate advance is not necessary on most lines. But whether it's not being necessary will mean that it won't take place is a matter for each to determine.

Two observations may be made, we think, on the broad aspect of the tariff changes. One is that retailers will do well to buy now where necessary. That is logical. Many prices at this writing have not advanced. Sooner or later they are going to advance, even though the increase be gradual, rather than sharp and once-for-all. At present most lines which will feel the effect of the tariff changes can be bought at old prices on the Toronto market and retailers can save money by buying right now. The other phase which is worth while noting is that these tariff changes are bound to be good business from the point of view of Canadian products.

There is another important aspect. The stamp duties are going to increase overhead charges to big houses, both importers and wholesalers. Over and above the extra seven and a half or five per cent—as the case may be—they have to pay a stamp tax on bills of lading, bills of exchange, invoices, cheques and so forth. All that is going to radically increase running expenses. **For that reason we think that there will be an increase in the prices quoted by the wholesaler amounting to about ten per cent. upon the average taxable commodity.** When this will be effected each wholesaler must figure out for himself. But when it does come, it will probably work out to about that figure.

There is no tax on tea—yet. Many are saying that there will be one later; that it may be put on over night, when stocks are considerably lower than they are now.

Cocoa situation is interesting, and we must look for higher prices, even though we are getting through the winter, when cocoa is a good seller. The actual market on the beans is very high.

Macaroni, as we forecast last week, is higher by a cent and a quarter per pound. Stocks of wheat are said to be low, and prices are certainly high, so that macaroni has advanced.

Canned goods are enjoying a good trade just now. There are a lot of repeat orders coming, particularly in salmon, and canned vegetables.

The situation in tea is such that we think an all-round advance is bound to occur very shortly. No one can prognosticate, of course, but the market is certainly "out of sight," and shows no disposition to come down again.

In this connection the Blue Ribbon Tea Co. have raised the price of their lowest grade of tea 5 cents per pound in the West. The cheapest tea they now sell to the public, from Port Arthur West, is 45c per lb. Recently, bye-the-bye, this firm changed from lead to paper packages.

The cheapest tea that can be purchased in Colombo to-day would cost, importers say, laid down in Toronto 11¼d, including ordinary freight charges and insurance, but not extra freights that are now being charged, nor war risks. Therefore the **cheapest** class of tea would cost, laid down in Toronto or Montreal, at least 24c per lb.—possibly more—and, of course, laid down in the West, it would cost considerably more.

SUGAR.—Raws are considerably easier in New York. Toronto did not follow New York in their last raise and prices here therefore do not change. There has been a good deal of selling; chiefly on account of those who bought speculating on possibility of a war tax, and found the gamble turn out all wrong. So far as other buying is concerned, market is not strong.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	3 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lumps—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—It is nearly impossible to get round lots of tea on the London or Colombo market, and that condition is, of course, reflected here. One large buyer here this week only got 380 chests at an advance of ⅛d over last week's price, and their cable report says the market is again higher. This means that since the first of the year tea has advanced in London fully two cents per pound and in the last five months, fully four cents per pound with all prospects of a still higher market.

"If," said one house, "we gave instructions to our London office next week they must get at auction from 2,000 to 4,000 chests of tea, it would mean in all probability they would have to pay at least two pence more per pound for our kind of tea."

Regarding the gamble in tea that has taken place recently—if people who looked for a duty bought their tea at the market prices, although the market was very high, they must do well because prices are still increasing. The trouble may be that all the very old, and very bad tea has been raked up from all quarters and resold. These will be the teas that it will be found difficult to move, and the people gambling in them will be "stung."

DRIED FRUITS.—All lines have stiffened up as a result of the tariff changes, though no advances have occurred at this writing. Probably higher prices will come gradually, week by week. This market is going to be particularly affected by the additional duties, as most lines come from Spain or Italy or Japan, the United States, or other foreign countries. Prunes, which are in good demand this week, will likely advance half a cent a pound. Seeded raisins are in the same case. Peaches are firm, and these, too, will be higher. So will apricots. Retailers should buy now. Next week prices may be up. Business is better in all lines of dried fruits. Dates have shown some activity after a period of quietness. Currants are strong in the primary market. Candied peels are firmer and are moving fairly well. There is a more even distribution among different fruits of trade than there has been for some time.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 15½	0 16
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09¼	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 06½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	....	0 09
Seeded, fancy, 1 lb. packets	....	0 10
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Tariff is responsible for an increase in price of nuts. Pecans are up about three cents and a half, and we quote 58 to 62 cents. Peanuts from Spain are up three-eights to half a cent. Shelled walnuts and almonds will cost an extra two cents per pound. Almonds are rather easier this week, and we quote 37 to 42 cents on this market. Business is considerably better this week. Altogether February is turning out a much better month than January. Brazils are more or less dead at present.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16

Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 42
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 34	0 38

SPICES.—Irrespective of any change in duty spices are advancing especially in cassia, pepper, ginger and most seeds. It is not alone violent advance in freight rates but acute scarcity of steamers that is affecting supplies. There is the utmost apprehension as to supplies. As to the effect of the tariff, one or two houses have raised their prices, but most have not yet. The extra duty will, however, necessitate the following raises. One cent a pound on each of the following: Light pepper, cassia, ginger, pastry spice, pickling spice, tumeric, carraways and mustard; a cent and a half on cloves and nutmegs; a cent and three-quarters on white peppers; two cents on cayenne and curry powder; two and a quarter cents on cream of tartar; four and a half on mace.

Most importers are pretty well stocked and immediate advances along the lines above will not likely take place so far as most houses are concerned.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 82c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

SYRUPS AND MOLASSES.—There is little change in this market. The Barbadoes crop of molasses is subject of interest. There has been considerable talk on the part of shippers of unusually high prices but what there is in it really local men do not know.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12¾
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

RICE AND TAPIOCA.—Rice is very firm. It is an exceptionally good buy at current prices and in view of tariff change particularly attractive now. Tariff will mean an increase of three-eighths of a cent to the importers. All wholesalers have not put up their prices yet. There has been a decline in some fancy grades of Montreal rice due to fact that these lines were ready for a drop before the tariff change and because there were good supplies on hand.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 06	0 07½
Tapioca—		
Pearl, per lb.	0 05½	0 07½
Seed, per lb.	0 05½	0 07½
Sago, brown, per lb.	....	0 05½

BEANS AND PEAS.—Market is firm and demand is uniformly good. It is said that prices may advance shortly.

Beans—	Per bushel.	
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	3 50	3 60
Peas, whole, white, per bush.	3 00	3 10

COCOA.—An increase in prices is looked for because the market for cocoa beans is very high. Demand is exceptionally strong which is somewhat surprising at this time of the year, so far through the winter.

COFFEES.—Most houses are stocked well up on coffee. One house says that though tariff will mean an extra two cents on all coffees, and three cents on better quality lines, they will not raise their prices for two or three weeks. This seems general. Situation is not strong. There was good buying on account of war tax, and business has fallen off a little since Budget was brought down. We quote last week's prices, thought it may happen that the extra duty will be taken into account by some houses when quoting right away.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Rio	0 15	0 17
Santos	0 18	0 22
Chicory	....	0 14

CANNED GOODS.—Business is better, particularly in salmon and canned vegetables. There are a lot of repeat orders right along. Apparently retailers bought less than the usual quantities last fall. The jobber has been carrying the stocks, not the retailer, but retailers are buying well now.

Salmon—	
Sockeyes, talls, 1's, per doz.	2 47½
Sockeyes, talls, ½'s, per doz.	1 55
Sockeyes, flats, 1's, per doz.	2 52½
Pinks, 1's, per doz.	1 20
Pinks, ½s, per doz.	0 85
Cohoes, 1's, per doz.	1 65
Cohoes, ½'s, per doz.	0 95

MANITOBA MARKETS.

Winnipeg, Feb. 18.—The week sees a rapidly rising market in practically every line. The single exception is tapioca, which is ½c lower.

It must not not be thought that these upward movements are due altogether to the tariff changes recently struck at Ottawa. All the changes resulting from this extra tax have not as yet come into effect. They are, however, certain to have a firming tendency, and it would seem that dealers have little to expect for some time but a strong market. Many lines—already high in price—are due to go still higher. It seems a time when stock should be carefully inspected, and when at least reasonable orders should be placed for staples, supplies of which are low.

SUGAR.—Since the last market, there has been an advance of 25c. This is due to the general market conditions which a week ago were said to warrant higher prices. Conditions on the raw market while varying, are still such as would indicate further advances. There seems little or no possibility of a decline in immediate future, and as the demand increases some advances will probably take place.

Corn syrups also have advanced during the week, the new figures given below being about 20c higher than those formerly quoted. **As this is written, quotations on corn syrups have been withdrawn.** It is indicated, however, that further advances will have to be struck, and probably before another issue is written this advance will have come into effect.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 80
Hard lump (100-lb. cases)	8 30
Montreal yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 25
Halves, 50 lbs., per cwt.	6 25
Bales, 20 lbs., per cwt.	6 30
Powdered, barrels	6 55
Powdered, 50s	5 90
Powdered, 25s	7 20
Icing, barrels	7 10
Icing, 50s	7 25
Icing, 25s	7 25
Icing, pails	7 15
Cut loaf, barrels	6 95
Cut loaf, 50s	7 20
Cut loaf, 25s	7 45
Sugar, British Columbia—	
Extra standard granulated	7 35
Bar sugar, bbls.	7 80
Bar sugar, boxes	8 00
Icing sugar, bbls.	8 00
Icing sugar, boxes	8 20
B. P. lumps, 100-lb. cases	8 30
B. P. lumps, 25-lb. boxes	8 55
Yellow, in bags	6 95
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—This whole market shows great strength. Prunes have advanced materially, as shown below, but even these increased prices are not as high as the California market conditions

would warrant. Without doubt there will be further advances due to market conditions. What may be expected as a result of the tariff is a little uncertain. There is to be a 7½ per cent. increase in duty. Whether this is only on ad-valorem, or also on specific duties, is not absolutely certain. The general impression, however, is that whether so much duty is charged on an article, irrespective of its value, or whether the duty is based upon the value, there will in both cases be added 7½ per cent. tax. This means, for instance, that where, as at present, the tax on prunes is 2-3c per lb. this special war tax will make the duty, first 2-3c per lb., and then 7½ per cent. of the value per lb. With evaporated peaches, on the other hand, the present duty is 25 per cent. ad valorem, and the duty with the war tax will be 32½ per cent. of the value.

Evaporated apples are up slightly. Further rises, however, may be expected. Within the next two or three weeks they seem practically certain to advance another ¾c at least. Here, of course, the new duty has nothing whatever to do with the situation.

All the California lists — peaches, pears, apricots—are stronger, and advances are looked for.

Apples, evaporated, new, 50's	....	0 07¾
Apples, evaporated, new, 25's	....	0 08¼
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, bulk (washed)	....	0 10¾
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08¼
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		....
3 crown, loose, 50's	....	0 08½
3 crown, loose, 25's	....	0 09¾
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09
12-oz. packages, fancy	....	0 09
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾
70 to 80	....	0 09⅜
60 to 70	....	0 10
50 to 60	....	0 10½
40 to 50	....	0 11
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

BEANS.—Another upward move here—and the end is not yet. Present prices, it is believed, are fully 30c lower than they will be in three weeks. It seems that there must be advances within this time. The reason of the high prices, of course, is the heavy demand and the apparent scarcity of the crop. The word apparent is used advisedly, for there is some belief that growers are holding up the supplies with the object of forcing the high prices. The situation seems entirely in the hands of these Ontario growers. The Japanese beans are cleaned up. They are no longer a feature of the market. Michigan beans, too, are no more a factor. They cannot be brought into Canada, for they are now selling in Michigan as high as Ontario beans are selling in Ontario. It is the heavy call for export purposes which has forced these prices up.

Barley has also moved upwards this week. It is getting scarce and the belief is that the prices will go still higher. The war is also given as the cause for this advance.

Beans—		
Canadian, hand-picked	....	3 30
3-lb. pickers	....	3 20
California Lima Beans—		
Bag lots	....	0 08
Less than bag lots	....	0 08¼
Barley—		
Pot, per sack, 96 lbs.	....	3 05
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	5 55
Whole peas, bushel	....	3 50
Sack, 49's	....	2 83

RICE AND TAPIOCA.—On the primary market rice has advanced about $7 per ton, yet owing to the favorable contracts which wholesalers have, no corresponding advance will take place in Manitoba at present The war tariff, however, may make some rise here necessary.

Tapioca is down ½c. This is due to the arrival of cheaper supplies.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 04
Siam, per lb.	....	0 03¾
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 04½

NUTS.—Shelled almonds have come on the market and are now being quoted 1c down at 40c.

Nuts—	Per lb.
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12⅛
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

TEAS AND COFFEES.—As tea is, with sugar, chocolate, cocoa, flour, etc., one of the commodities which is specially mentioned as free from the new war tax, no price changes are expected. Coffee, however, comes under the list of articles which is to bear the tax. At the present time the tax is about 3c per lb. and 7½ per cent., ad valorem added will make the increased duty from 1½ to 2c. There may, therefore, be advances in coffee as soon as the tax begins to make itself felt.

Coffee—	Per lb.	
Rio, No. 5, green	....	0 16
Rio, roasted	....	0 19
Santos, green, No. 4	....	0 15¾
Santos, roasted	0 25	0 26¼
Chicory, per lb.	**0 07**	**0 08**
Teas—		
Japans—		
Choicest basket, fired	**0 40**	**0 50**
Choicest, pan fired	**0 40**	**0 50**
Very fine, pan fired	**0 35**	**0 40**
Medium, pan fired	**0 30**	**0 35**
Common, pan fired	....	**0 25**
India and Ceylon—		
Souchongs	....	**0 30**
Pekoe Souchongs	....	**0 35**
Pekoe	....	**0 40**
Broken orange and orange	**0 40**	**0 60**
China—		
Fine Keelum	**0 50**	**0 60**
Good Packlum	....	**0 35**
Common moning	....	**0 25**

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK

VEGETABLES.

	Group A.
2's Asparagus tips	$ 2 62½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals., Beans, Refuge	3 77½
2's Beets, sliced, blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 67½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 92½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals., Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd., red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd., H.S.	1 92½
2's Cherries, white, not ptd., H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 22½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, not peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pears, pie, not peeled	2 77½
Barrels, per cwt.	5 55
2's Pineapples, sliced, heavy syrup	1 90½
2's Pineapples, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 90½
3's Pineapples, whole, heavy syrup	2 47½

2's Pineapples, sliced, Hygeian brand		2 00
2's Plums, Damsou, light syrup		0 97½
3's Plums, Damsou, light syrup		1 37½
2's Plums, Damson, heavy syrup		1 07½
3's Plums, Damson, heavy syrup		1 42½
Gals. Plums, Damson, standard		2 77½
2's Plums, Egg, heavy syrup		1 12½
2½'s Plums, Egg, heavy syrup		1 37½
3's Plums, Egg, heavy syrup		1 47½
2's Plums, Green Gage, light syrup		1 00
2's Plums, Green Gage, heavy syrup		1 12½
3's Plums, Green Gage, light syrup		1 37½
3's Plums, Green Gage, heavy syrup		1 47½
Gals. Plums, Green Gage, standard		3 02½
2's Plums, Lombard, light syrup		0 97½
2½'s Plums, Lombard, light syrup		1 27½
3's Plums, Lombard, light syrup		1 37½
2's Plums, Lombard, heavy syrup		1 07½
2½'s Plums, Lombard, heavy syrup		1 27½
3's Plums, Lombard, heavy syrup		1 42½
Gals. Plums, Lombard, standard		2 77½
2's Raspberries, black, H.S.		1 97½
2's Raspberries, black, L.S. (group B)		1 45
2's Raspberries, black, preserved		2 17½
Gals. Raspberries, black, std.		7 07½
Gals. Raspberries, black, solid pack		9 32½
2's Raspberries, red, H.S.		1 97½
2's Raspberries, red, L.S. (group B)		1 45
2's Raspberries, red, preserved		2 17½
Gals. Raspberries, red, std.		7 32½
Gals. Raspberries, red, solid pack		9 32½
2's Rhubarb, preserved		1 57½
3's Rhubarb, preserved		2 32½
Gal. Rhubarb, standard		3 57½
2's Strawberries, H.S.		2 17½
2's Strawberries, preserved		2 32½
Gals. Strawberries, standard		7 57½
Gals. Strawberries, solid pack		9 82½

(Group B, 2½c dozen lower.)

SASKATCHEWAN MARKETS.

Regina, Sask., Feb. 17.—The sugar market is wavering and some expect a decline. The price is high at the present time, however, having gone up 20 cents on Feb. 5 and 25 cents on Feb. 8. Japanese beans are firmer at $3.75. Oranges are $3.25, lemons $4.50, grapefruit $4.50.

Retailers in Regina are enjoying a good trade this week owing to the convention of Grain Growers of Saskatchewan now in session in the city, there being between 1,800 and 2,000 delegates present. Business throughout the district is reported good.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 33
Butter, dairy, No. 1	....	0 24
Cheese, per lb., large	....	0 19½
Eggs, storage, 29c; new laids	....	0 50
Lard, 3's, per case	....	7 25
Lard, 5's, per case	....	7 10
Lard, 10's, per case	....	7 10
Lard, 20's, each	....	2 55
General—		
Beans, Ontario, per bushel	....	3 50
Japanese, per bush.	....	3 75
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 [illegible]
Cocoanut, lb.	....	0 20½
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 95
Potatoes, N.B., per bush., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.,	....	6 25
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 75
Sugar, standard, gran., per cwt.	....	7 44
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 65
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	....	4 35
Cranberries, per bbl.	....	7 [illegible]
Grapefruit, per crate	....	4 50
Sweet potatoes, per crate	....	4 [illegible]
Lemons	....	4 50
Oranges	....	3 25
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07¼
Currants, per lb.	....	0 08¾

ALBERTA MARKETS.

By Wire.

Edmonton, Alta., Feb. 17.—The market is somewhat upset and excited owing to change in duty. Buyers are holding off till they know the position of imported goods better. Japan beans are nearly off the market, no further supplies being available. Ontario beans are scarce, and are jumping skyward. Cheese has taken a decided advance. Sugar appears firm at time of wiring, despite the report from New York a few days ago that market was slightly weaker. West has not followed New York sugar market as closely as before the war. Butter, creamery, has advanced, and also lard.

Produce and Provisions—		
Cheese, per lb.	0 18	0 19
Butter, creamery, per lb.	....	0 34
Butter, dairy, No. 1, 26c; No. 2	....	0 23
Lard, pure, 3's, per case	....	7 80
Lard, pure, 5's, per case	....	7 75
Lard, pure, 10's, per case	....	7 65
Lard, pure, 20's, each	....	2 53
General—		
Beans, Ontario, per bushel	3 30	3 60
Beans, Japan, per bush.	....	3 75
Coffee, whole roasted, Rio	....	0 26
Evaporated apples, 50's	0 08¾	0 09¼
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 91c; 40's	....	1 78
Rolled oats, bail, $3.90; 80's	....	3 50
Flour, 98's	4 00	4 15
Rice, per cwt.	....	3 90
Sugar, standard gran., per cwt.	7 90	8 00
Sugar, yellow, per cwt.	....	7 25
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 90
Salmon, sockeye, 4 doz. talls, case, 1s	....	3 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Feb. 18.—The budget has caused many surprises among local dealers. The expected sugar, tea and tobacco taxes did not come. But many other lines are affected not anticipated. American barrel beef advanced to $27 and $27.50, and American pork to $25.50 and $28.25. Compound lard is up to 11c and 11¼c. No change in pure, but market is firm. Market strong in beans, with no change in hand-picked; but yellows have advanced to $3.50 and $3.60. Canned beans are lower. Molasses stocks are none too plentiful, and market is strong at 40 to 44-gallon. Cream of tartar is higher at 38c to 41c, with shipments slower. Currants are higher. Dairy market shows good supply of butter. Eggs are easier at 29c to 30c, and are fairly plentiful. Cheese is firmer at 17½c to 18. Business is average.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	[illegible] 17
Beef, barrel	27 00	27 50
Beef, corned	2 75	2 80
Pork, American clear, per bbl.	25 50	28 50
Pork, domestic, per bbl.	24 25	27 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 29	0 30
Lard, compound, per lb.	0 11	0 11¼
Lard, pure, per lb.	0 13	0 13½
Cheese	0 17½	0 18
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	8 95
Flour, Ontario	....	8 60
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 95
United Empire	....	6 85
Bright yellow	....	6 75
No. 1 yellow	....	6 45
Paris lumps	....	7 75
Lemons, Messina, box	....	....
Beans, yellow eyes, per bush.	3 50	3 60
Canned pork and beans, per case	2 60	2 90
Molasses, per gal.	0 40	0 41
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08½	0 09
Rice, per cwt.	4 75	5 00

MANY MILLION TINS LOBSTER.

The extent of the canned lobster pack of the Maritime Provinces is exemplified by stating that during normal times there are almost 10,000,000 pounds exported annually, valued at about $3,000,000.

The entire normal pack of canned lobsters has been estimated at 160,000 cases. At 48 to a case, the total number of tins would be between seven and eight million. This in itself is a pretty big industry.

PORK AND BEANS PACK

That there are packed annually in Canada from 50,000 to 75,000 cases of pork and beans is affirmed by one large canned goods man. This would mean almost 1,250,000 tins—truly, the canned foods industry is a great one for Canada.

AN EGG SHOW-CARD.

A correspondent whose egg, he says, spoke to him the other morning, sends in the following suggestion for a show-card on an egg display: "Some eggs speak for themselves. These cannot. That's why they're worth —— cents a dozen."

ORDERS COME IN BY MAIL.

O. Seguin, 126 Chateauguay street, Point St. Charles, Montreal, runs a small mail order house, but not the kind that retailers in the country object to. To those of his customers who have no telephone, and who live a considerable distance from the store, he sends a stamped addressed envelope, which, he finds is a great inducement to the average householder to send him an order.

LIKES THE MARKET PAGES.

MacLean Publishing Co.:

Enclosed please find $2, being renewal for 1915 of Canadian Grocer. I find it a valuable trade paper for many reasons, the chief one being the market values of sugars, teas, etc.

C. H. FALCONER,
General Merchant.

Streetsville, Ont., Feb. 13th, 1915.

KIRK BROS.

Yarmouth, N.S., Feb. 8th, 1915.

GOOD BOOK FOR ANY GROCER.

MacLean Publishing Co.:

I am mailing you Post Office order for $2 for renewal for your valuable Canadian Grocer. It is a good book for any grocer; I am more than pleased to have it in my home.

W. J. IRELAND,

Tottenham, Feb. 11th, 1915.

Apples Advance: Potatoes Decline

In Both Markets Apples Are Higher—Potatoes Easier and Lower—Spinach Up in Montreal —Pineapples Firmer—Effect of Tariff.

MONTREAL

FRUIT.—There is a duty of 40c on apples at present, and the effect of the budget will not be felt until towards July or August, just before the Canadian apples come in. The new tax will mean an additional 20c per bbl. At present the effect of the budget is little felt in the fruit market. Little demand is felt for cranberries, which have had the slowest season for a long time. They are also quoted low. Good pineapples are hard to secure, and are costing from $4 to $4.50. Ben Davis apples are offered at $3.75 for No 1's, Baldwin's are up to $4 per bbl., and russets are quoted down to $4.25. Valencia oranges are down from $5 to $4.50 for 714 size, large cases.

Apples—		
Baldwins, No. 1, bbl.	....	4 00
Spies, No. 1, bbl.	4 75	5 00
Russets, No. 1, bbl.	4 50	4 75
Fameuse, No. 1, bbl.	5 00	6 00
McIntosh Reds, No. 1, bbl.	$ 00	6 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 50
Cranberries, bbl.	5 00	6 00
Grapefruits, case	2 00	2 50
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	....	1 75
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 50	2 75
Malaga, 420 size	....	3 75
Oranges—		
Cal Navel, 126-150-176-200-216-250-288	2 75	3 00
Cal., 96-100 size box	....	2 50
Florida, 176-200-216	....	2 50
Florida, 126-150	....	2 50
Mexican, 126-150-176-200-216-250	....	2 75
Valencias, 714 size, large cases	....	4 50
Bitter oranges	2 50	3 00
Pineapples, case	....	4 00

VEGETABLES.—As high as $4.00 is being asked for spinach, but lower prices will probably prevail this week-end. Cuban tomatoes have jumped to $6.50-7, which is as high a price as has been seen for years. Some of those in the city early this week were as green as leeks. Few hothouse tomatoes are offered, and they are worth 30c per lb. Watercress jumped to $1.10 per doz. Radishes from Boston are bringing 50c per doz., and few to be got. Few new potatoes are being offered, the price still being high. Spanish onions are up slightly, and are offered at $4.50 per case. Red onions remain at $2.25. Peppers continue scarce, bringing 90-1.10 per basket, or 40c per basket. Big bunches of parsley are worth 75c per doz. bunches. Boston lettuce is bringing 2.00-2.25, and curly lettuce 1.75. American cauliflowers are getting played out, and are not coming in freely. They are quoted 3.50 for 2 doz. Celery is slow, and will soon be done. Leeks are scarce, and bring 3.00 per doz. bunches.

Artichokes, bag	....	1 25
Beets, bag	....	0 75
Brussels Sprouts, quart	....	0 15
Cabbage, per bbl.	1 00	1 25
Carrots, bag	0 50	0 75
Cauliflowers, 2 doz.	....	3 50
Cucumbers, fancy, doz.	1 50	2 00
Celery, crate	5 00	5 75
Leeks, doz. bunch	2 50	3 00
Lettuce, head, per box	....	2 00
Curly lettuce, per box	1 75	2 00
Mushrooms, basket	1 75	2 00
Onions—		
Spanish, per case	....	4 25
Red, 100-lb. bags	....	2 25
Parsnips, bag	....	0 90
Parsley, American, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 90
Potatoes—		
Montreal, bag	0 65	0 75
New, bbl., 160 lbs.	....	8 00
Potatoes, sweet, Jersey, hpr.	2 25	2 50
Radishes, doz.	....	0 50
Rhubarb, hothouse, doz.	....	1 25
Spinach, American, in bbls.	3 25	4 00
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 30	0 35
Tomatoes, Cuban crate	6 50	7 00
Watercress, American, doz.	....	1 10

TORONTO.

FRUIT.—Apples continue well in demand, and are firm. Spies are up again another fifty cents, and we quote $4.50 as outside price. Cranberries are easier at $6 to $7, and there is little demand at that. They have been around a long time, and people apparently are tiring of them. Pineapples are up again twenty-five to fifty cents. The stuff is good, and a good seller. There are not many. It is between seasons. As to the tariff, it affects fruits of course, and grape fruit, pines, lemons and oranges from the other side will be subject to another seven and a half per cent. This will mean an increase, on the average, of fifteen cents a box, and prices will go up to dealers, and their prices may or may not to the consumer. At present, prices remain the same. Dealers are well enough stocked to hold out a week or maybe two weeks at old prices, but we shall see increased prices. Trade is fair. Orders are coming right along, steadily. There are no big orders, but a continuous stream of hand-to-mouth buys, which doesn't show much fluctuation.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	3 50	4 50
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 00	6 50
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 50	7 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California navels	2 50	3 00
Bitter for marmalade, per box	....	2 50
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	3 50	4 00
Grape fruit	2 50	2 75

VEGETABLES. — Potatoes are slow just now, for some reason or other, though cold weather should have acted the other way. Prices are down five to ten cents on Ontario and New Brunswick stuff. The latter still gets the business, in the main, and will continue to until the farmer in Ontario learns horse sense, and sows straight seed instead of medleys. Tomatoes are hard to get and we quote thirty cents as an outside price. This is an advance on last week. What there are, are not particularly good as yet, though a week's offering is nothing particular to go by. Cauliflowers are scarce, and firmer at ruling prices. Celery is very hard to get. California is worth $5 a crate, and Florida $2.75. Boston head lettuce is 'way up—to $5 and supplies are short at that. Tariff will affect vegetable market in boosting Canadian stuff. There ought to be a good season right along in Canadian lines. Americans, will, of course, suffer the added duty, and consumer will ultimately pay. Therefore, domestic products should benefit. Trade is fairly good. It isn't anything to write home about, but then none is just nowadays. The vegetable men are getting their share and are not worrying.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 40	0 50
Carrots, bag	0 50	0 60
California cauliflower	3 25	3 50
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 50	2 75
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	4 50	5 00
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	4 00	4 25
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 70	0 75
Potatoes, Canadian, bag	0 65	0 70
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	....	5 00
Parsnips, Canadian, bag	0 55	0 60
Persimmons, California, crate	....	2 5
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	....	1 25

WINNIPEG.

FRUIT AND VEGETABLES. — The general business in this line in the city is reported very satisfactory. In the country little or nothing is being done yet, and there is not likely to be a revival in that trade until the middle of March. The week has seen one or two price changes—Washington apples are now quoted at $1.60. The demand is fair and the supply greatly reduced. Almeria grapes are now quoted at $8; the supply is practically exhausted.

It would seem that dealers have to expect pretty high prices as a result of the war tax of 7½ pere cent. on practically all goods coming into the country. On oranges there has been no duty. 7½ per cent. upon these will probably mean

(Continued on page 45.)

Lobster is Higher

Scarcities in Cod, Haddock and Haddie—Higher Prices in Toronto—Lobster Said to Be Too Dear—Salt Herrings Firmer in Montreal—All-Round Trade Better.

MONTREAL.

FISH AND OYSTERS. — Mild weather early this week had a bad effect on the fish, obliging dealers to buy in small quantities. Salt cod are scarce, and prices are up about a dollar per barrel. Pickled fish generally are inclined to be scarce. Salt herrings are firmer, and the demand is good. Frozen fish has been moving remarkably well, but fell off with milder weather. Tomcods have begun to come down the river freely, and as the demand is not so heavy as a year ago, prices are quoted lower—1.50 to 1.75 per bbl. Fresh haddock is wanted, but supplies are small, and prices high. Halibut moves well, and prices are maintained. Little fresh halibut is being handled. Fish brought in from the States will be taxed the 7½ per cent. provided for in the Budget, in addition to the tax of 1c per lb. already. There is no news of any frozen herrings coming forward, but a few late herrings are being offered instead at 4½c per lb. Malapeque oysters are practically all cleaned up. Prices on bulk oysters are easy, the decline probably amounting to 15c per gal. The increased duty will counteract this somewhat.

TORONTO.

FISH AND OYSTERS.—Haddie remains scarce, at twelve cents. Cod and haddock are both higher, each of them two to three cents, because supplies are very slight. The bad weather is interfering a good deal. All prices show tendeney to firm up considerably, that is on frozen and what fresh fish there is. Smelts, in extras, are moving very well. Ciscoes have their ordinary demand. Situation in lobster is interesting and somewhat puzzling. On account of belligerent countries not importing, Canada's output of canned lobster remains here, to be consumed here. Hence there is plenty of canned lobster, canned last season. Because of that there was a report some time ago that the Government would declare a close season for lobster. This was not done, however. More lobster was secured. And yet the price remains high. It is 50 cents, and firm at that. There doesn't seem to be any explanation. Fish men agree that it ought to be cheap. But it isn't. Trade is good. Cold weather is helping, and the early approach of Lent is all to the good. Oysters are moving well. Altogether, this has been a better season for oysters than for some years, despite the fact that they are supposed to be luxuries.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07	.10-.12
Haddies, 15-lb. and 30 lb. boxes, lb.	.07	.10-.12
Haddies, fillets, per lb.	.09	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.13-.11	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09¼	.10
Mackerel, bloater, per lb.	.08-.08¼	.09
Haddock, medium and large, lb.	.04½-.05	.10-.12
Market codfish, per lb.	.04½-.05	.10-.12
Steak codfish, per lb.	.05½-.06	.10
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.12	.18-.20
Herrings, per 100 count	2.50	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs. per lb.	0 06	0 06
Boneless codfish, 2-lb. blocks, 20-lb. bxs. per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scallops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	9 50	....
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 30	0 50
Live lobsters, medium and large, lb.	0 30	....
Boiled lobsters, medium and large	0 32	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08-0 09
Carp	0 10	....
Herrings, lake	0 04½	....

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08	.10
White fish, small tulibees, per lb.	.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.07	.09-.10
Pike, dressed and headless, lb.	.06-.06¼	...
Pike, round, per lb.	.06¼-.06	.07-.08
Tom cods, new, per bbl.	2 00	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07¼	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—The opening of Lent has brought even larger business than has existed for some weeks, and ever since Xmas the demand has been heavy for fish. Whitefish, pickerel, salmon trout, gold eyes, and other lake fish are moving best at the present time. The demand for oysters has dropped off somewhat. Apparently people have the idea that these are a luxury and something which they can do without. No price changes have been struck during the week.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mullets	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 12
Frozen halibut	....	0 09¾
Salmon	....	0 12
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 00
Shell oysters, per bbl.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per lb.	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

PREDICTS FAILURE OF PARCEL POST.

John E. Witherspoon, of Sacramento, Cal., who claims to have had more than ten years' experience in shipping eggs to the Philadelphia market, is firmly of the belief that the United States government's efforts to persuade farmers to use the parcel post as a means of direct trading with consumers is bound to end in failure. He states the middleman is necessary both to the consumer and to act as a representative of the shipper.

He further states that while the ambition of the postal authorities is a worthy one, they cannot expect to succeed by any such efforts as furnishing each other's address and offering the parcel post as a means of transportation. He suggests that if the postal authorities want to handle produce, they will have to appoint their own middleman and establish agencies in cities to make collections and remittances and adjust complaints.

WOULD PAY $10 FOR IT.

MacLean Publishing Co.:

Sirs,—Enclosed find cheque for $2 to renew my subscription for Canadian Grocer.

If your Canadian Grocer cost $10 a year I would sure subscribe for it, for I consider it a great help to me in my business in a great many different ways.

FRANK A. SQUAIR,

North Vancouver, Feb. 6th, 1915.

Eggs and the War Tax

Cheese Up on Toronto Market Again—Advance of Half Cent—Highest Prices Ever Known—Butter Still Firm—Eggs are Lower—Tariff Will Prevent Chicago Competition—All Kinds of Poultry.

MONTREAL.

PROVISIONS.—Some packers are preparing to advance their prices on barrelled pork 1.50 all round, which is an advance of 7½ per cent. on $20—the price of barrelled pork in Chicago. This is the war tax. Other lines of provisions are not affected excepting compound lard, which will be advanced ¼c approximately. The duty is more noticeable on barrelled pork. Business is reported rather quiet in these lines.

Hams—		
Medium, per lb.		0 17
Large, per lb.		0 16
Backs—		
Plain, bone in		0 24
Boneless		0 23
Peameal		0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll		0 16
Shoulders, bone in		0 15
Shoulders, boneless		0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.		0 28
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess		28 50
Heavy short cut clear		28 50
Clear fat pork		30 00
Clear pork		27 50
Lard, Pure—		
Tierces, 350 lbs., net		0 12
Tubs, 50 lbs., net		0 12¾
Boxes, 50 lbs., net		0 12¾
Pails, wood, 20 lbs., gross		0 12½
Pails, tin, 20 lbs., gross		0 12
Cases, 10-lb. tins, 60 in case		0 12¾
Cases, 3 and 5-lb. tins, 60 in case		0 13
Bricks, 1 lb., each		0 13¼
Lard, Compound—		
Tierces, 375 lbs., net		0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¾
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb., each		0 12½
Hogs—		
Dressed, abattoir killed	11 25	11 50

BUTTER. — Considerable American butter is being sent to England through Canada, mostly for cooking purposes. No exporting is being done from Canada as butter is selling on a higher basis in England than here—about on a par with their top grades of Danish and New Zealand. Creamery butter is quoted 33c, but an advance would not surprise the trade. Dairy butter is worth 27-28.

Butter—		
Finest creamery		0 33
Dairy butter	0 27	0 28

CHEESE.—Stocks are very low, and prices are as high as they have ever been. Large quantities are being shipped in bond from the States through Canada to England.

Cheese—		
New make	0 18	0 19
Old specials, per lb.	0 20	0 21
Stilton	0 19	0 20

EGGS.—The first shipment from the States since the decline made importation possible, came in last week. The change in tariff will have considerable bearing on the market now, and it is not likely there will be such rapid declines as there would have been had the tariff allowed American eggs to come in freely. Whereas Canadian eggs might have declined this week to a buying basis of 28c, they must be held on a 30c basis. With the changed tariff, the cost to importers is now 6c per doz. for freight and duty, whereas it was formerly only 4c and a fraction. The war tax will amount to about 1¾c per doz. on 25c eggs. Chinese eggs continue to come into this market, and are probably in larger quantity than the market warrants. They are not exercising a serious effect on this market owing to their size and quality. Storage eggs are nearly finished. As far as some packers in Montreal are concerned, they have been finished some time. Selects are down 1c.

Eggs, case lots—		
New laids	0 33	0 34
Selects		0 30
No. 1s		0 27
Splits		0 20

POULTRY.—Soft weather early this week cut a big hole in poultry business, dealers knowing by experience that such weather makes poultry soft and black: Good quality turkeys are bringing 20 to 23c. Few live are selling at this time of the year, but they are worth about 18c. Geese are bringing about the same price for live and dressed—from 13 to 15c. Ducks are dear, and live ducks are bringing higher prices than dressed. The former are worth 20c, while the latter only bring 17c. The Jews are paying good prices for live ducks. American squabs are quoted 4.50 per dozen, and Canadian squabs at $3. Rabbits are finished.

Fresh Stock—	Live.	Dressed.
Fowl	16—18	14—16
Spring chicken	14—15	14—18
Fancy, crate-fed chickens, 5 lbs.	14—18	20—25
Turkeys, fancy	.....	18—23
Ducks	20	14—17
Geese	13—15	14—15
Pigeons, pair	.....	30—35
Squab pigeons, pair	.....	50

TORONTO

PROVISIONS.—Hams are firm, and in the case of medium up very slightly. Demand is said to be exceptionally good this last few days. Breakfast bacon is considerably higher: we quote 18 to 22 cents, and the general price is nearer the latter than the former. There is a good call for cooked meats, which renders them firm at ruling price. It is surprising that cooked meats have sold as well as they have this winter, for they are not as much a winter as a summer food.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12¼
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—Tendency is towards a trifle easier this week, in most grades. Creamery is up a cent, however, and demand is good at that. Export business is still booming, and it is thought that creamery will advance more shortly. Stocks are said to be light, but demand would not appear to bear this out.

Butter—		
Creamery prints, fresh made	0 35	0 36
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 18	0 20

CHEESE.—This market seems likely to duplicate, in some sort, the rapid and steady advance of flour. Last week it was up a quarter of a cent, and this week prices all round are up half a cent more. Canadian cheese at 18¾ cents is a startling contrast to the lots that were to be picked up not so long ago at 16 cents. Britain is still buying heavily, and this year there is, so far, nothing of the "between seasons laxity" usually experienced.

Cheese—		
Old, large	0 19¼	0 19¾
Old, twins	0 19¼	0 20
New, large	0 18½	0 18¾
New, twins	0 18¾	0 19

EGGS.—Eggs are easier. New laids are down to 33-34 cents, and selects and straights in accompaniment. Storage receipts are piling up; so, for the matter of that, are new-laids, and prices right along will ease. Business is generally good. Stocks, particularly in storage, seem to be light, but to counterbalance deliveries are heavy. Chicago eggs will have less chance than ever now. Seven and a half per cent. added to the present duty will make American shippers of no effect as competitors. Thus the farmer will be able to save his face, and keep

his eggs high now without fear of competition—if he wants to.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 33	0 34
Selects	0 30	0 31
Straights	0 27	0 28
Trade eggs	0 24	0 25

POULTRY.—This market shows little change. Deliveries, as heretofore, are exceptionally heavy for this time of the year. And still the storage stocks are more or less untouched. Live fowl is a couple of cents easier. Live ducks are lower, but dressed are higher. Chicken is moving freely.

Fresh Stock—	Live.	Dressed
Fowl	0 10—0 11	0 12—0 14
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 18—0 20
Turkeys, fancy	——	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 .7
Ducks	0 10—0 12	0 14—0 17
Geese	0 12—0 13	0 15—0 16

HONEY.—There is no change in this market. Business is steady. Demand is an even one.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	0 12	0 12½
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

PRODUCE.—Cheese is again featuring this market, having risen rapidly during the last week. Poultry too has strengthened materially, while eggs of course are weak. For cured meats there is a very satisfactory demand. The supply, however, is ample and no advances are recorded here, nor does there seem any probability of early advances.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER.—At the present time there is not much dairy butter being received. Cream, however, is coming to the creameries in good quantities and the supply of creamery butter in consequence is satisfactory. This is fortunate, for the demand is very heavy, and were the supplies interfered with in any way, prices would advance. As it is, creamery butter is quoted somewhat stronger—present prices being around 33c.

Butter—		
Creamery, Manitoba	....	0 33
Dairy	....	0 25
Cooking	....	0 21

CHEESE.—This market is up in the East, where supplies—probably owing to exportations—are very much reduced. Here, also, the stock is short The quantity of cheese on hand indeed is not sufficent to meet the demand and as a natural result prices have climbed as much as 3c per lb.

Cheese—		
New, large	0 19	0 20
New, twins	0 20½	0 21

EGGS.—This is the weak spot in the market. It is becoming apparent that from the South a good supply of eggs may be expected. These are now being sold on the Manitoba market at such figures that they can be retailed at 45c per dozen. The probability that in a month's time these eggs will come in at much lower prices is bringing out all the storage eggs on the local market. Because of this desire to get rid of supplies, storage eggs have dropped materially in price. Extra firsts are being sold at 22c—extra in cartons have not struck a very steady price. There is a big spread here, these eggs being sold at prices varying from 25 to 28c. One point must be borne in mind in connection with the egg situation. The new duty necessitated by war is certain to add to the price of Southern eggs. There is now a 3c duty against these, and adding the 7½ per cent. duty to that will probably mean another 2c per dozen. This will tend to hold prices at least 2c higher than might otherwise be the case until local eggs are again coming in in good quantities.

Eggs—		
Extra firsts	....	0 22
Choice	0 17	0 18
Extra, in cartons	....	0 25

POULTRY.—A very fair demand is still felt and it seems that the supplies are now pretty well down, so that prices have tended to strengthen. There is a wide spread in all lines, but the first-class birds are now bringing higher quotations than a week ago.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 10	0 30
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLE MARKETS

(Continued from page 42.)

an additional cost of 25c per case. Early strawberries have always faced a duty of 35 per cent. To this there will be added 7½ per cent., making the tax 42½ per cent. Strawberries will be high. This is of particular importance in the West, since practically all the strawberries used here come from the south. Little is brought in from Ontario and very little from British Columbia. Grape fruit to date has not paid any tax. It, of course, will be faced with the 7½ per cent.—that is, all that comes in from Florida. Jamaica grape fruit will get off with a 5 per cent. tax, coming under British preference.

Apples—		
Washington	....	1 60
Apples, bbls.	3 00	5 00
B. C. box apples	....	1 50
Cranberries, case	....	2 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	8 00
Grape fruit	2 75	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	2 75	3 00

VEGETABLES. — California onions are up, being quoted at from $2 to $2.50. There is also a rise in California tomatoes, which are now quoted at $6.50. The demand for onions continues heavy. This is largely because there was a small local crop last year, and because the large Southern crop has made prices very reasonable. Wholesalers state that while five sacks was considered a fair order last year, there are many orders this year running from 10 to 100 sacks. It seems that these 100-sack orders have ceased to be an event.

Southern vegetables will not be coming in in any quantities until the middle of next month, and it is probable that they will then come immediately under the extra war tariff.

Vegetables have been paying 30 per cent. ad valorem. The new tax will add 7½ per cent. to this and will of course make the prices higher. Certain kinds of onions will come under the British preference, but they too will have to be higher because of the war.

Celery, California	....	6 80
Cabbages, per lb.	....	0 02
Cauliflower, per doz.	....	2 00
Head lettuce, California, per doz.	....	1 25
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	5 00	5 50
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	....	0 06
Tomatoes, California, per case	....	6 50
Honey, comb, per case (24 sections)	....	5 50

FINANCIAL STATEMENT OF SHREDDED WHEAT.

Net earnings of $1,016,248 for the year ending Dec. 31 were shown in the annual report presented at the meeting of Shredded Wheat shareholders, held at Niagara Falls, against $939,557 a year ago. This is the equivalent of 10½ per cent. on the common stock after provision for the preferred. The company is following a policy of writing down good will, $400,000 being set aside from the year's profits for this purpose.

BOVRIL CHAIRMAN AN EARL, BORN AT KINGSTON.

The annual general meeting of Bovril, Limited, was held in London, England, on Wednesday, Feb. 10. It was announced that 1914 with the company was the best in its history, even excluding Government orders. The Earl of Erroll, K.T., C.B., who has been chairman of Bovril, Limited, for the past three or four years, was born at Kingston, Ont., in 1852, his father occupying an official position in Canada at that time. He is 23rd Hereditary Lord High Constable of Scotland, created 1315, and thus is the nearest subject in Scotland to the royal family.

ERROR CORRECTED.

There was a typographical error in the advertisement of A. P. Tippet & Co. in last week's issue. "Cadou" should have been spelled "Codou." "Codou" macaroni, vermicelli, etc., is of course a familiar product to the readers of the advertisements on A. P. Tippet & Co.'s page, and the above error was no doubt recognized by everyone.

Flour Situation is Easier

Prices Are Slightly Lower in Montreal—Easier, Though Not Lower, in Toronto—Rolled Oats Likely to Advance Again — All Feeds Firm, With Bran Very Strong — War Tax Effects.

MONTREAL.

FLOUR.—With a considerable drop in the wheat market last week came quietness in flour. As soon as this was apparent, Ontario millers commenced to offer more freely, quoting prices which indicated they were willing to accept slightly lower prices. They advised buying as this was only a temporary setback, and flour prices would be up again. These millers have wheat on hand, but if they were compelled to buy in the present market they would be unable to offer flour at these prices. It was natural that under these conditions business dropped off, and the dealer decided to wait and see if prices went still lower.

Millers of Manitoba wheat do not believe the decline in wheat cuts any figure. They declare there will be no decline in flour, but are not sure about a further advance. Stocks are down, which is natural considering the amount of business done during the past few weeks. It is not believed here that many farmers are holding back their wheat, as this is best opportunity to make money they ever had. If they are holding back, it is intimated by some that the Government will soon step in and compel them to sell. This is, however, not likely. The recent drop in wheat caused a number of cancellations, and a quieter March is anticipated, as this rush cannot keep up forever.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 10
Second patents	7 60
Strong bakers	7 40
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	8 00	8 20
90 per cent., in wood	7 75	7 95
90 per cent. in bags	3 65	3 75
Straight roller	7 55	7 75
Blended flour	7 55	7 75

CEREALS.—Package oats went up to 4.75 last Thursday, but no advance took place in bulk. As hominy is prepared in the States, the extra 7½ per cent. will apply here, amounting to 18c per bag. This advance is expected to take effect right away. Rolled oats are moving fairly well, but the market is quieter.

Cornmeal—	Per 98-lb. sack
Gold dust	2 30
Unbolted	2 15
Rolled Oats—	90's in jute.
Small lots	3 65
25 bags or more	3 50
Packages, case	4 75
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	

Rolled Wheat—	100-lb.	bbls.
Small lots		3 65
Hominy, per 98-lb. sack		2 75

FEEDS.—No changes have been made in feed prices. Feed flour is high, and fairly hard to get. Ordinary feed flour sells for 2.00-2.20, but choice is bringing 2.55, and there is a bigger demand from Europe for it. Bran and shorts are firm at $26 and $28, but the big millers seem to have fairly good supplies. Despite this, owing to the big demand anticipated from March until summer, millers expect to be compelled to cut their customers down.

Mill Feeds—	per ton
Bran	26 00
Shorts	28 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	43 00
Barley chop, ton	38 00
Feed oats, cleaned, Manitoba, busb.	0 77
Feed wheat, bag	2 55

TORONTO.

FLOUR.—This week there has been a somewhat steadying movement. Prices have not advanced. They have not declined either, in this market, though it is reported there is a slight breaking in Montreal market. Wheat broke in Winnipeg ten cents during the week (and more in Chicago), but it recovered six cents. Flour market ought not to depend upon these vagaries, inasmuch as flour prices were never figured on the outside pride of wheat. Hence flour prices are not down. Situation is easier. There is more inclination on the part of mills to sell, and they will do so freely now for period of thirty days ahead. Export business is quiet again. Buyers in Europe cannot see our prices. They haven't got used to them yet, and won't buy until forced. It is a matter of education. If export business doesn't come through eventually, we may see a drop in prices. Domestic business is on the quieter side. It has been so good for some time that the pendulum is swinging the other way. Buyers are well stocked now. It looks as though we may see a temporary decline shortly, but opinion is that it will only be temporary. Fundamentally flour has got to advance. There isn't enough to hawk round at easy prices. At any rate so the farmer thinks. He ought to know.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	8 20	8 00
Second patent	7 70	7 50
Strong bakers	7 50	7 40
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	8 00	7 80
90 per cent.	7 80	7 60
Straight roller	7 60	7 40
Blended flour	7 60	7 60

CEREALS.—Still the feature of the market is the strength of rolled oats. They are firm though not higher. Buyers are buying freely at list prices. Oats can't very well sag. There are so few in the country. Stocks are exceedingly low. This gain did not reflect the break in wheat this week. For purposes of comparison it is interesting to see that when wheat broke ten cents, rolled oats only broke one to one and a half. Barley is again very strong. Its strength is in its scarcity. There is little in the country. Export demand on all cereals has eased somewhat, even on oats. There is still considerable business in this latter, however.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 70	3 90
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—All lines continue very strong. This is specially true of middlings, price of which has been advanced by Ontario millers $2.00 a ton. Manitoba millers have not followed suit as yet. Bran is very firm and very scarce. Millers are still shipping mixed cars.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREAL.—Since last week there has been no further movement in flour. Wheat, of course, has weakened considerably of late, but not enough to make any lower prices for flour seem likely. At the moment it appears that present quotations will hold, but there is no certainty of the situation.

Oats are much stronger than a week ago. Prices have advanced from 20 to 30c, and it seems that this advance is by no means the last which may be expected.

There are at the present time enormous quantities of corn coming into the West, to take the place of oats as feed.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 70
Second patents	7 10
Low grades	5 10
Rolled oats, 80's	3 50
Standard oatmeal, 98 lbs.	4 15
Cornmeal, 98's	2 50

Profit on Tillson's Oats

Owing to the fact that some merchants do not realize the extra profit they are reaping on healthful, nourishing and appetizing

TILLSON'S OATS

A Food **Not a Fad**

We give you the schedule of the profit now at $4.75 a case compared with the profit when the price was $4.15 a case. Figures speak for themselves.

Cost per case	Cost per package	Profit as 25c. seller	Profit as 30c. seller
$ 4.15	20¾c.	**4¼c.**	9¼c.
4.25	21¼	3¾	8¾
4.50	22½	2½	7½
4.75	23¾	1¼	**6¼**
5.00	25	0	5

NOTE INCREASE IN PROFIT

A case costing you $4.15 and selling at 25c. gives only 4¼c. per package, whereas a case costing you $5.00 gives you 5c. per package as a 30c. seller, and on our price of $4.75 your profit is 6¼c. per package.

Then again you have the satisfaction of knowing you are giving your customers absolutely the best and purest goods.

Our Motto:—Quality—then price

Decorate your window and the interior of your store with Tillson's Oats.

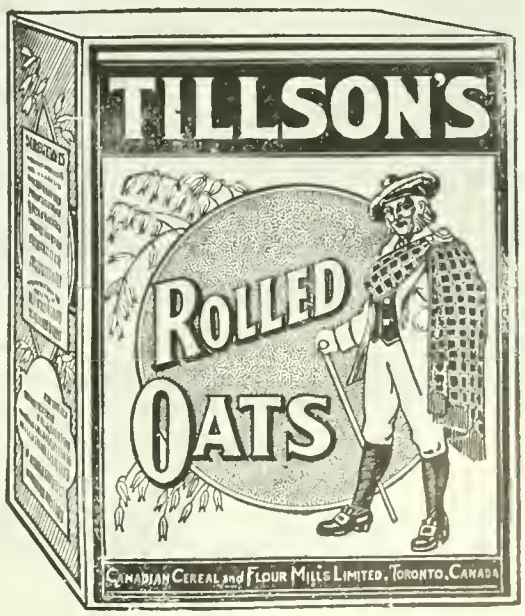
FREE

Display will be sent you upon written request for same

SELL — Canadian Products
Made in Canada By Canadians

Canadian Cereal & Flour Mills, Ltd.

TORONTO



First it was

Kawphy

then as the science of growing, curing, roasting and blending became more advanced the name was changed to

Coffee

As time went on and people's tastes became educated to the finer blends and the real virtues of the coffee were judged by the cup quality, the name became

LADIES DELIGHT COFFEE

Send for a trial order and judge for yourself.

McLarens Limited
HAMILTON and WINNIPEG

48

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 30

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb	13.60	13.25
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each conpon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 30
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

If You Ever Intend to Touch the Western Field—

Now is Your Opportunity

Never before were the people of the West so selective in their choice of food products. Never before did good lines, quality lines, dependable lines find such favor in the West. And together with the double prices grain growers are securing for grain constitutes your greatest opening to get your goods firmly on the Western field.

But don't take the task of handling the Western field yourself. Why not do what some of the largest organizations are doing? Putting it up to Nicholson & Bain, whose extensive connection and army of representatives can place your goods quickly and substantially on the whole Western market—and at trifling cost. Write to-day and see if there is still an opening for your line.

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ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co, Limited
10 McCaul St., TORONTO

We're spending thousands *of* dollars to tell Canada about "FRUIT SALT"

—the original and only "Fruit Salt"—Eno's, the world-famous preparation which acts as a mild aperient to the organs of elimination, stimulating and invigorating the system, cleansing the blood of all poisons by regulating the liver.

Yes, we have spent a large sum of money and are spending more—we have created the desire—now it's up to the retailer to do his share.

Will you join hands with us in increasing the sale of Eno's "Fruit Salt" and thereby gain a goodly profit and draw trade to your store, or will you turn this business over to your competitor?

Grocers everywhere sell Eno's "Fruit Salt"—It's a big money-maker.

ENO'S "FRUIT SALT"

is very effective in the treatment of Colds. By helping the organs of excretion to eliminate the noxious substances from the blood, Eno's "Fruit Salt" assists Nature to bring about a speedy cure. It is most refreshing as a cooling beverage and is unsurpassed for quenching thirst.

Order a bottle TO-DAY from your dealer.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, London, England

Agents for Canada:
Harold F. Ritchie & Co. Ltd., 10 McCaul St., TORONTO

J. C. Eno, Limited, "Fruit Salt" Works

LONDON, ENG.

Agents for Canada: Harold F. Ritchie & Co., Ltd., 10-12-14 McCaul St. - TORONTO

Get your most critical customer to try just one

7-20-4 Cigar

He will be astonished at its full, rich flavor and loud in his praise of the cigar that proved "a really good smoke"—the 7-20-4.

THE PROFIT IS GOOD

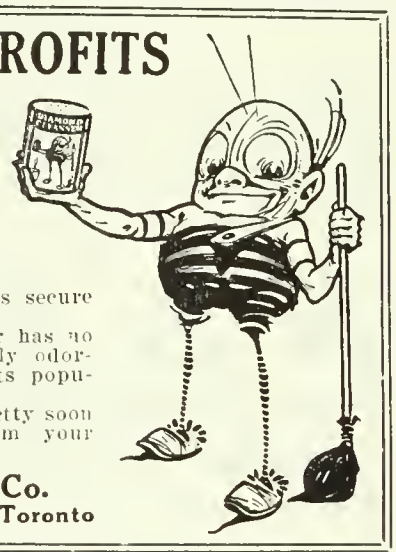
Sherbrooke Cigar Co., Limited
Sherbrooke, P. Q.

SALES AND PROFITS

Are assured on

DIAMOND CLEANSER

(Made in-Canada)



It costs you $3 a case of forty-eight cans, and sells at 3 for 25c, or 10c a can. But most grocers prefer to buy in five-case lots at $2.85, and thus secure a still larger profit.
As a cleaner Diamond Cleanser has no equal on the market. Perfectly odorless, harmless to the hands, its popularity is growing every day.
Spring cleaning will be here pretty soon—better order a supply from your jobber to-day.

Stephens, Welch & Co.
7 Ossington Ave. Toronto

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Lam'nated," London. LIMEHOUSE
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CECIL T. GORDON, MONTREAL

Kindly mention this paper when writing to advertisers.

Diamond, S's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	37½
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz bottles, per doz., weight 6 lbs.	2 20
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

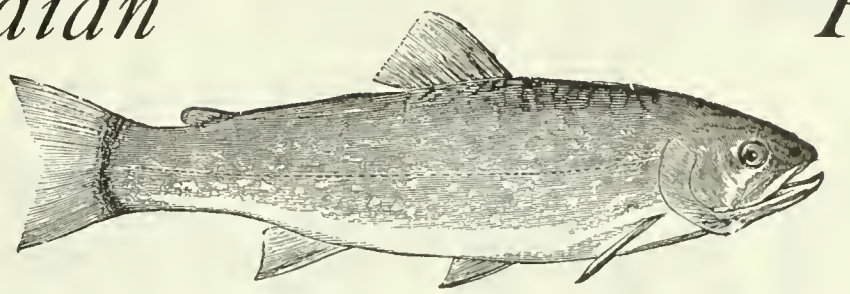
Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

Caught in Canadian Waters

By Canadian Fishermen

PROCESSED AND PACKED BY CANADIANS



TRANSPORTED BY CANADIAN COMPANIES

Everything is Canadian between your Customer's table and the waters of "Old Atlantic" that yield the delicious

Brunswick Brand Sea Foods

There's no better fish in the world than those obtained in the Canadian waters of the Atlantic; no better facilities for packing them than are at our disposal in our sanitary sea foods plant.

In short "Brunswick" Brand Sea Foods are of a quality which Canadians are proud to own, and best of all they represent an entirely Canadian product.

Stock up with Brunswick Brand ¼ Oil Sardines, Kippered Herrings, Herrings in Tomato Sauce, Finnan Haddies (oval and round tins), Clams and Scallops. Satisfy the masses of Canadians and give employment to Canadians.

ORDER TO-DAY.

CONNORS BROS., LIMITED
Black's Harbor, N.B.

Shirriff's IMPERIAL SCOTCH Marmalade

is distinctly Canadian and equal to the finest imported

Every ounce of Shirriff's Marmalade represents revenue for Canada—represents money paid to skilled Canadian labor—the finest grade of Canadian-made cane sugar is used in the processing. War tax is paid on every Seville orange used, every glass jar is made in Canada, and even the attractive labels are lithographed here.

From both the quality and the patriotic standpoints it will pay you to push Shirriff's Imperial Scotch Marmalade. Cash in on the Made-in-Canada idea by showing this famous Marmalade in your window and interior displays.

Advertise it in your local paper. Every sale represents continued and profitable business.

IMPERIAL EXTRACT CO., STEINER and MATILDA STS., TORONTO

We put quality in the soap, not in premiums.

Wonderful Soap
Crystal Soap Chips

These are steady-selling, customer-creating, trade-building lines that every dealer should handle. In efficiency, strength and purity, they are unsurpassed.

Wonderful Soap and Soap Chips are thorough, rapid and easy in their operation. The quality is in the Soap.

We pay freight on five-case lots.

Let us send you quotations.

The Guelph Soap Company
GUELPH, ONTARIO

LARD

Keep your eye on the Lard Market! You know what Butter is selling at now, and there is no doubt but that it will be higher. All provisions will be higher before the snow goes. Then why not Lard?

You cannot go astray in buying for your wants, and you can make no mistake in buying "Star" Brand when you do buy.

Put up in tierces, tubs, pails, 20 lb., 10 lb., 5 lb. and 3 lb. tins, also in one pound cartons.

Made under Government inspection.

F. W. Fearman & Co., Limited
HAMILTON

Gentlemen—

"The King"

of

Boot Polishes—

"NUGGET"

The "Nugget" Polish Company Limited, 9, 11, and 13 Davenport Rd., Toronto, Ont.

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well

A big cent's worth of delicious quality Flexible Licorice

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

National Licorice Company

MONTREAL

TRADE MARK KEYSTONE BRAND REGISTERED

Business as Usual

Thanks to the loyalty of our customers and the popularity of Keystone Brand Brushes and Brooms, we have been able to keep our factory running full time with a full staff during the year 1914. The prospects are that we will have to increase our staff in the near future and thereby employ more Canadian labor.

Will you help us to do it?

Stevens-Hepner Co., Ltd.

Port Elgin, Ontario

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Braud Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tau	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R'tail
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7½s, butts 9½ lbs., boxes 4 lbs.	$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s. ½ butts, 12 lbs., boxes 6 lbs.	0 48
Walnut Bars, 8s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s. 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

OUR SPECIAL WEEKLY SALES OF

Golden Orange Brand SUNKIST ORANGES

give you the opportunity you have been looking for to make your store the fruit centre of your town.

The demand for Sunkist fruit has already been created by an extensive advertising campaign.

We are offering each week Extra Fancy fruit to fill this demand at specially reduced prices. Ask us about window display outfits.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE

THE MERITOL CHEMICAL CO.

725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality

Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

Try

STELLA BRAND

MACARONI

Also ZEREGA'S five and ten-cent fancy Glass Front Packages of Elbows, Rings, Noodles and Alphabets.

FEARMAN BROS., Agents,

66 YORK ST., - - - HAMILTON, ONT.

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....

With (Name of firm) .....

Street .....

City or town .....Prov.....

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll Ontario

The W. T. Ott Co., Inc.

Toronto

Clicquot Club Beverages
Priscilla Prepared Flours
Bass Islands Grape Juice
Snow-Mellow 55-

MAPLE SYRUP

See Advt. Page 6

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queenshoro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED TO BUY—GENERAL OR HARDware store in the Eastern Townships. Give amount of last year's turnover, also stock on hand and terms, proprietor or rent. Box 74, The Canadian Grocer, Toronto. (8)

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

MAKER OF JAMS, PICKLES, SAUCE AND sundries, recently arrived from the Old Country, wants position. Highest references. Apply X. Y. Z., Canadian Grocer, Montreal.

GORDON McDONALD & CO., 13 NORTHumberland Alley, Fenchurch Street, London, E.C., are buyers, for cash, of all kinds of dried vegetables, also a mixture of same called Julienne, in 1-cwt. bags, c.i.f. London, cash against documents. Samples and correspondence invited.

WANTED TO HEAR FROM OWNER OF good general merchandise or grocery store for sale. Send price and particulars. D. F. Bush, Minneapolis, Minn.

WANTED—SITUATION BY EXPERIENCED grocery clerk; first or take charge. Dis when suited. Apply D. M., 114 Smith St., Winnipeg.

AGENCIES WANTED

TRAVELLER CALLING ON HOTELS AND restaurants wants a good side line. Write Box 73, Canadian Grocer, Toronto.

GOOD AGENCY WANTED FOR GROCERY and drug trade covering Toronto thoroughly. Write Box 72, Canadian Grocer, Toronto.

WANTED FOR THE CITY OF TORONTO two good agencies, staple grocery lines preferred. Best of refcrences and connections. Box 71, Canadian Grocer, Toronto.

FOR SALE

FOR SALE — BUSINESS OR BLOCK — grocery business established over four years; best location in Vancouver, B.C.; butcher in connection; on three-year lease; a large, commodious dwelling above; must be cash; reason for selling, retiring from business. Box 70, Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

McCASKEY ACCOUNT REGISTER—GOOD AS new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

CITY TRAVELLER WANTED

For a Montreal House handling well-known Specialties in grocery and confectionery lines. A knowledge of both French and English is essential. Apply stating qualifications and whether on Salary or Commission.

Excellent prospects for the right man.

X Y Z, Canadian Grocer.

263 St. James Street, MONTREAL

Seeds That Sell

Because of high-feeding value and because they are record yielders are:

"Colossal White" Sugar Beet
"D. & H.'s Canadian Gem" Swede Turnip
"Golden Nugget" Corn
"O.A.C. No. 72" Oats

For complete description of these and other leading varieties, write for

WHOLESALE CATALOGUE.

Darch & Hunter Seed Co., Ltd.

Box 1287 LONDON, ONTARIO

A want ad. in this paper will bring replies from all parts of Canada.

Not a Luxury

The many uses and economy of

MAPLEINE

classify it as a necessity that goes far and costs little. As a flavoring it is very popular.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS.

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

Start With His Promissory Note

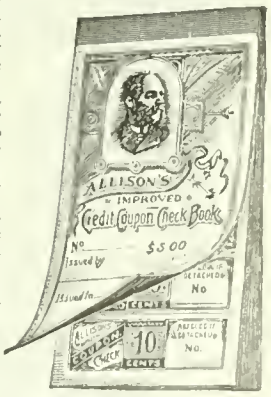
When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

ALLISON COUPON BOOKS

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

HOW THEY WORK:

A man wants credit. You think he is good. Give him a $10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with $10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Ninety-nine people out of a hundred in Canada use

WINDSOR TABLE SALT

Isn't it better for you to make ninety-nine sales, than only one?

MADE IN CANADA

COW BRAND BAKING SODA

Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers LIMITED

MONTREAL

What's in a name? That depends on its associations!

REDPATH

is a name which has been associated for three generations with the best sugar made or sold in Canada.

Consequently the name has become an asset not only to us but to every dealer who makes a feature of filling all sugar orders with this favorite brand.

People accept it without question as the very best, and are particularly pleased if they receive the up-to-date

Redpath

2 and 5-lb. Cartons of Extra Granulated Sugar

Such time-honored names as "REDPATH" are a sure foundation for a store's prestige and prosperity. Such modern merchandising methods as the REDPATH Cartons attract the best trade.

CANADA SUGAR REFINING CO.

Limited MONTREAL

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

"St. Nicholas"

The Lemons of Merit

J. J. McCABE
Agent
Toronto

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped Factories Well Located to Serve the Canadian Trade

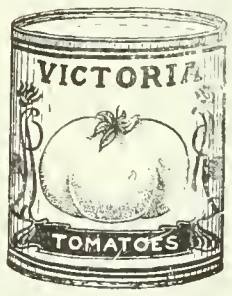
AMERICAN CAN COMPANY

MONTREAL ∴ HAMILTON

"VICTORIA" QUALITY CANNED GOODS

You can guarantee satisfaction to your customers when offering this brand.

We stand behind it!



"VICTORIA" Tomatoes

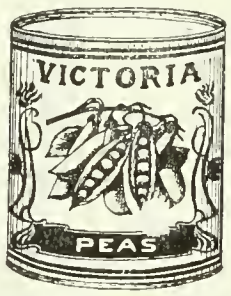
No. 3 Tin

A tin of Victoria Tomatoes is different from a mere tin of tomatoes. The latter is often of uncertain quality without name or reputation. "Victoria" Tomatoes are the best. We could not afford to have it otherwise. They are uniform in quality and well filled, leaving nothing to be desired.

"VICTORIA" SUGAR CORN

No. 2 tin.

Only the best Sweet Corn is put up under this brand. You are assured of quality when you sell "Victoria" Corn.



"VICTORIA" PEAS

No. 2 tin.

Are carefully selected for us. The consumer could not find better peas than those put up under "Victoria" Brand.

"VICTORIA" WAX BEANS

No. 2 tin.

The contents are exceedingly fine Butter Beans. Uniform in size. They have the flavor of the fresh bean.

"VICTORIA" STRAWBERRIES

No. 2 tin.

This year Victoria strawberries are of very fine quality. They will find favor with your best enstomers.

"VICTORIA" PEACHES

No. 2 tin—No. 3 tin.

Have always pleased, in all instances. They will sell well, and will repeat orders.

"VICTORIA" RASPBERRIES

No. 2 tin.

When asked for a tin of raspberries offer a brand the quality of which is assured. You will never fail in judging quality if you have "Vietoria" brand to offer.

"VICTORIA" PEARS

No. 2 tin—No. 3 tin.

Should be offered when quality is asked for.

"VICTORIA" APPLES

No. 3 tin.

The crop this year is an unusually large one. The quality, therefore, is varied. Only the very best apples are sold under Vietoria Brand.

"VICTORIA" SALMON

No. 1 tin.

The choicest Red Sockeye Salmon only is fit for the label that guarantees these goods. We guarantee our "Victoria" Salmon, and we consider no sale closed until you are entirely satisfied.

"VICTORIA" SARDINES

¼-lb. tin.

Sardines packed in pure olive oil have no equal. Victoria Brand are the best quality, selling at 2 for 25c. You'd better order now, the supply is very limited.

Rock bottom prices. Prompt delivery. Good service.

LAPORTE MARTIN, LIMITÉE

568 St. Paul St. MONTREAL

Telephone, Main 3766

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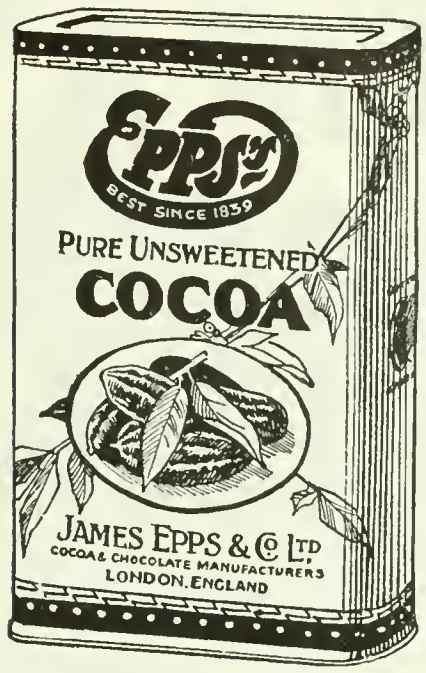


NO INCREASE IN PRICE

but a big increase in demand and the reason is—we are giving extraordinary good value to the consumer and 1000 boxes of chocolates free in return for coupons taken from Epps tins.

The grocer gets free paper bags and

much more profit than usual

Frederick E. Robson & Co.
25 Front St. E., Toronto

AGENTS FOR
James Epps & Co., Ltd.
LONDON

Please send sample of Epps' New Cocoa and your Special Advertising Offer.

Name .....

Address .....

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

BUY

STARBRAND

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

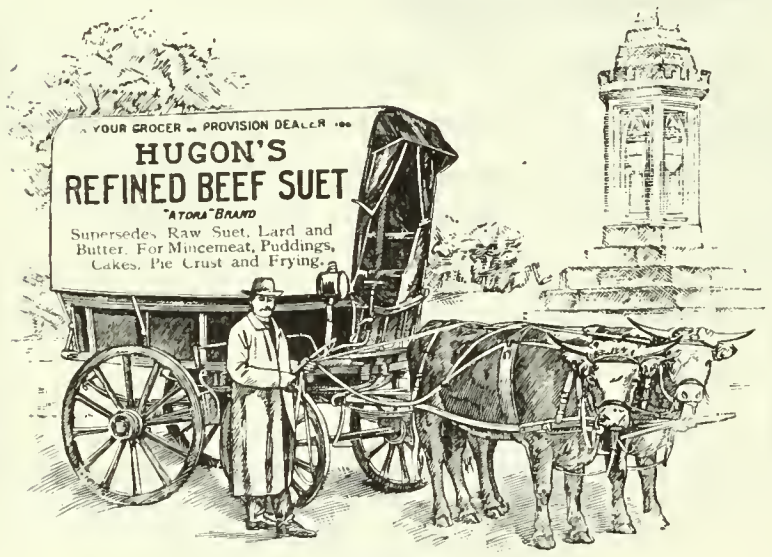
See that you get them

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons


YOUR GROCER or PROVISION DEALER
HUGON'S
REFINED BEEF SUET
"ATORA" BRAND
Supersedes Raw Suet, Lard and Butter. For Mincemeat, Puddings, Cakes, Pie Crust and Frying.

No Chopping. No Waste
Ready to Mix with the Flour
Delicious for Puddings
Excellent for Pie-crust
Unexcelled for Mince Meat
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

(1) It contains no skins, moisture, or impurities.

(2) **You should use one-third to one-half less in weight** than you would of raw suet.

(3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.

(4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.

(5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.

(6) It makes the best flavored Pie Crust and Cakes.

(7) It is the best and most economical fat for frying, as it can be used **over and over again**, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)

(8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; **no preservatives are used, and it is guaranteed absolutely pure.**

For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd. ..... Montreal
Smith Brokerage Co., Ltd. ..... St. John, N.B.
J. W. Gorham & Co. ..... Halifax, N.S.
O. N. Mann ..... Sydney, N.S.
Mitchell & Whitehead ..... Quebec
The Lind Brokerage Co. ..... Toronto
C. G. Walker & Co. ..... Hamilton
Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary, Saskatoon and Vancouver.
A. W. Huband ..... Ottawa
C. E. Disher & Co. ..... Vancouver, B.C.
F. C. Nivin ..... Victoria, B.C.

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.

Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for ½-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

Will You Share in the Sale of Canada's National Drink—the delicious juice of the finest Concord Grapes—grown in Canada's Garden

(The Splendid Fruit Belt Between Lakes Ontario and Erie)

Welch's

"The National Drink"

No grocer in the Dominion of Canada will derive the full benefit of his opportunities unless he sells this famous Canadian beverage.

Resulting from the unique advertising campaign which we have carried on in the past and are now carrying on, there is a rapidly growing interest in Welch's Grape Juice, which amounts to little short of a tremendous demand.

By co-operating with us you can turn this interest into big business, especially during the summer months, when the delicious, fruity aroma of this drink is most tempting to the heat-weary Canadian.

Suggest Welch's Grape Juice to your customers—show it in your window—display it on your most prominent counter. Every bottle you sell adds to the revenue of Canada.

Dealers' helps, window and store display material, etc., furnished without charge. Sold through leading jobbers.

The Welch Company, Limited - - St. Catharines, Ontario

FEATURING ANOTHER BIG CO-OPERATIVE FAILURE

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX PUBLICATION OFFICE: TORONTO, FEBRUARY 26, 1915 No. 9

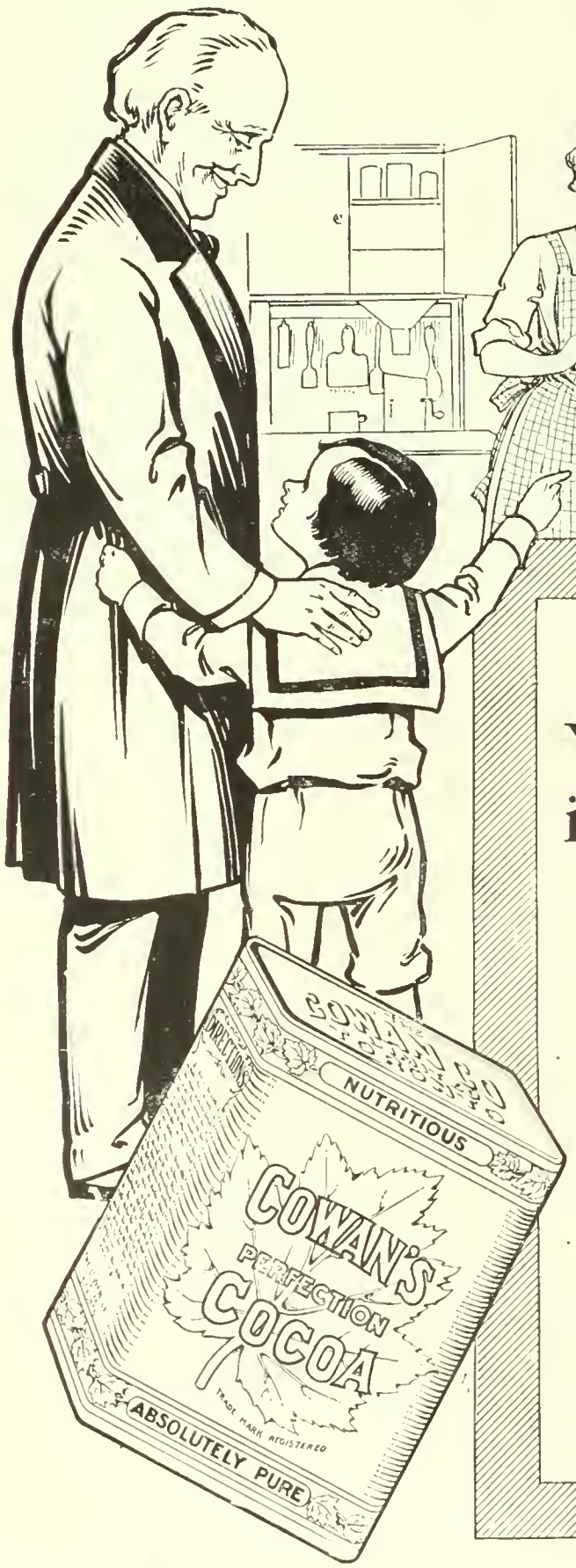
ATLANTIC SUGAR REFINERIES, LIMITED

Lantic Sugar

Now in transit to your Wholesaler
from
ATLANTIC SUGAR REFINERIES, Limited
Montreal, P.Q. St. John, N.B.

COWAN'S Perfection COCOA

is everybody's choice



We advertise it for you

You display it and it will sell itself

Your customers all know Cowan's Cocoa. Those who are not already using it will soon get the buying impulse from the newspapers, bill-boards, street-car cards and other advertising.

Put it on display to-day.

The Cowan Company, Limited, Toronto

Why resent friend housewife's remarks when she objects to raisins shrivelled and tasteless?

No good grocer can expect anything else unless he is pushing

GRIFFIN & SKELLEY'S SEEDED *and* SEEDLESS RAISINS

The Raisins
that retain their natural freshness
indefinitely

Griffin & Skelley Raisins are simply the sweetest, tenderest and most luscious grapes that California grows — gathered just at the blush of maturity, and brought to their final deliciousness right in the vineyards by the sun's gentle rays.

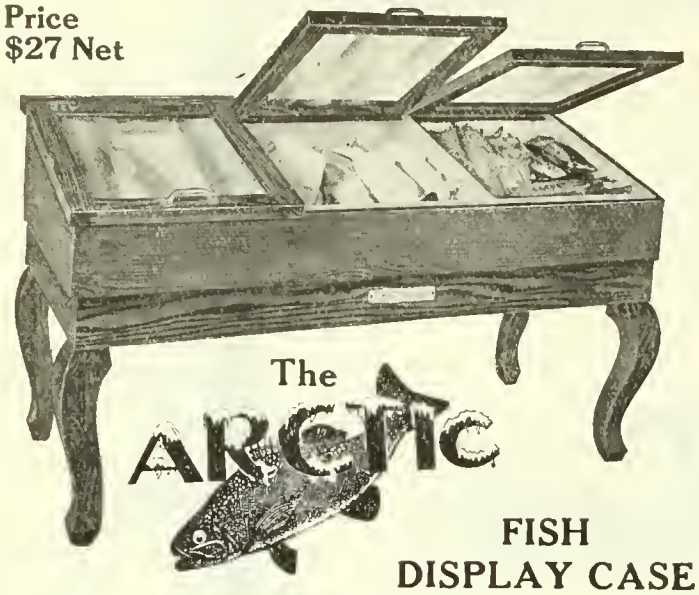
No wonder most families use raisins more frequently when they can secure the wholesome and delicious Griffin & Skelley Brand.

Don't wait until friend housewife voices her feelings — or quietly transfers her custom elsewhere. Get Griffin & Skelley's in your store without delay.

Tell your Wholesaler
TO-DAY

Griffin & Skelley's Dried Prunes, Apricots, Peaches and Pears are the same safe quality as Griffin & Skelley's Seeded and Seedless Raisins.

Price
$27 Net



FISH DISPLAY CASE

With fish naturally cheaper than meat, and the Leuten business thrown in, to tip the scale against meats, you will find a phenomenal demand right now for fresh cured and frozen fish.

It's not too late now to order this fish case, even for Leuten business—then you'll have it for summer use.

A handsome oak case equipped for ice—three sections—price is low. Order to-day.

Send us your order to-day and ask for refrigerator catalogue.

John Hillock & Co., Limited

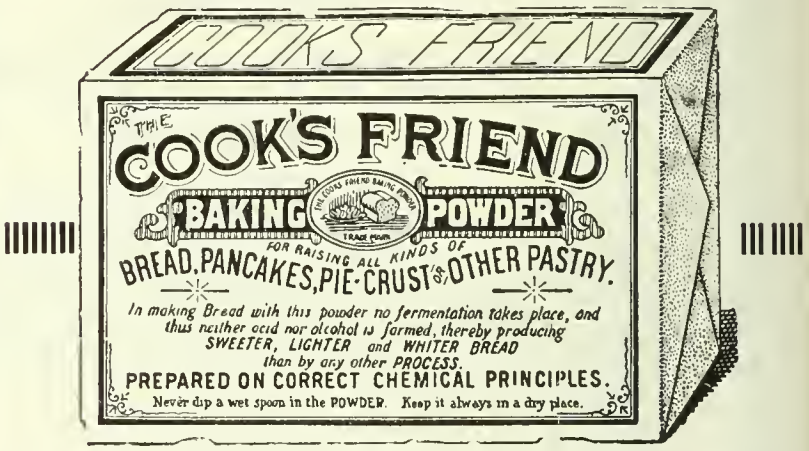
Makers of High-Grade Refrigerators and Fish Cases

TORONTO

COOK'S FRIEND BAKING POWDER

For over fifty years has made baking lighter, sweeter and more satisfying. To-day its extensive popularity is firmer and surer than ever. Why not let Cook's Friend bring you the good sales of satisfied customers by getting up an attractive display and featuring it in your store? Do it to-day.

W. D. McLAREN, Limited, Montreal


COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—

As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

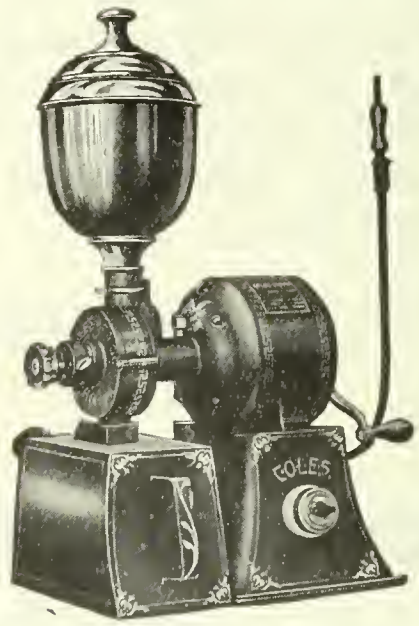
The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

MADE-IN- CANADA

E D S

The awakening has come to Canadians

All Canada has wakened up to the fact that every dollar spent outside of our Dominion or Empire helps the enemy with whom we are at War—it takes that much out of our Country and circulates it in neutral and ultimately belligerent countries to develop their industries and help them in the War against the British Empire.

Canadians Want Canadian-Made Goods You Should Feature Them

To come down to "brass tacks," your customers want Canadian-made goods, and will appreciate your efforts to supply them.
Put in a Made-in-Canada Window to-day and feature the famous

E.D.S. Jams and Jellies

the jams and jellies that have a country-wide reputation for quality, purity and delicious home-made flavor. Link up your customers' patriotism with our extensive desire-creating advertising and turn the whole into profitable sales and good future business. **Fill up your stock to-day if it's low and make a feature of E.D.S. products now when the home-made fruits are getting low.**

E. D. SMITH & SON, Limited
WINONA, ONT.

AGENTS

Newton A. Hill	Toronto
W. H. Dunn	Montreal
Mason & Hickey	Winnipeg
R. B. Colwell	Halifax, N.S.
A. P. Armstrong	Sydney, N.S.

Sound - reasoning grocers continue to stake their sales expansion on the Borden quality line, feeling reasonably sure of repeat sales at regular intervals, and of a gratifying natural increase.

The utility and convenience of the Borden products make them desirable for innumerable uses. Their thorough quality and absolute purity take good care of continued purchases.

In the most progressive stores you'll find Borden's dominating the window displays, and so placed on shelves and counters that even the unobserving could not miss them.

Surely there are many ways in which you could greatly increase **your** "Borden" sales?

Start that improvement to-day.

Borden Milk Co., Ltd.
"Leaders of Quality"
MONTREAL

Branch Office:
No. 2 Arcade Bldg.
Vancouver, B.C.

FACTORIES:—
Ingersoll, Tillsonburg, Norwich, Ont
Huntingdon, Ormstown, Que.
Truro, N.S.

Orinoco Tobacco

From the old Mariner

To the young Sport

"Orinoco" is a big favorite with them all

For a nice medium strength smoke that is satisfying, full-flavored and rich, there is none that compares with "Orinoco."

Its fine fragrance is a token of its real tobacco goodness.

All Tuckett's tobaccos make a strong appeal to your men customers—very few real tobacco users do not use and appreciate them.

Why not stock a few lines and let your customers know you keep them? Suggest to your trade that the tobacco order be included in the weekly grocery list.

Order your stock from the wholesaler.

TUCKETT LIMITED, Hamilton, Ontario

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

When Meat Becomes Expensive, Push—

SIMCOE BAKED BEANS

Costs only a third the price of meat of the same nutritive value. Made in a minute with all the work of preparation eliminated. Every bean is perfectly baked, and mealy, and highly digestible.

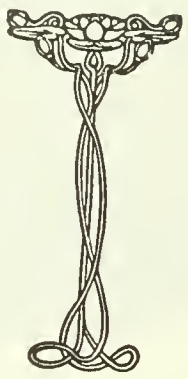
Folks want Simcoe Brand as soon as they see them, but as soon as they taste the rich flavor and mealiness of these delicious beans, their continued custom is a certainty.

Start planning a window display to-day, look over your stock and have it replenished immediately.

Dominion Canners Limited

Hamilton, Ontario

YOUR CANDY DEPARTMENT Is it Profitable?



YOUR Confectionery Department, Mr. Merchant, can be made one of the most profitable in your store, not only in its direct sales, but in the patronage which it brings the other departments. But you must have good candies—candies of unimpeachable quality. The M. B. Co. Candies are this kind and, at the same time, offer an exceptionally wide range of choice. For example—

CANDIES

Mixtures, Mints,
An endless Variety, Staple and Fancy.
Delicious Drop Goods
In Bulk or Bottle.

CARAMELS

150 Different Lines of
Penny Goods
From 1c each to 10 for 1c.

CHOCOLATES

An unbeatable line of
High-Grade Chocolates
An almost endless assortment to choose from and
The Never-Failing
"BORDO"
with its irresistible and individual flavor.

Volume of Sales, Profit and Permanency of Patronage are the three things which make every Merchant who handles The M. B. Co. Candies an enthusiast. Write us and we'll have one of our salesmen drop in to see you.

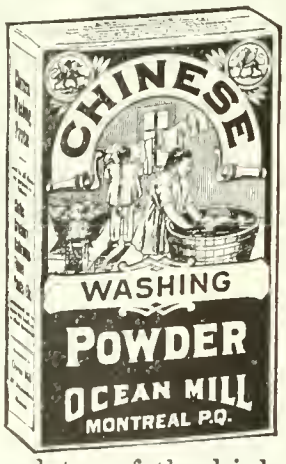
THE MONTREAL BISCUIT COMPANY

Manufacturers of Biscuits and Confectionery **MONTREAL**

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order.

Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents.

Your jobber should have it—if not, write direct for prices.

OCEAN MILLS

MONTREAL -:- CANADA

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

—and it couldn't be MORE profitable at HALF the margin !

BANNER BRAND MARMALADE

Banner Brand oranges come right from the orchard to the kettle. Picked only when fully ripened in the famous groves of Seville, Spain. Sliced right where they're picked and securely sealed in air-tight cans. Opened here in Toronto right into our kettles—and what a deliciously pleasing flavor these full-juiced, wholly ripened oranges make!

Your profit on Banner Brand is doubly sure, for it takes good care of the continuity of your customers' purchases right from the first sale.

Demand Banner Brand NOW—for your Made-in-Canada displays.

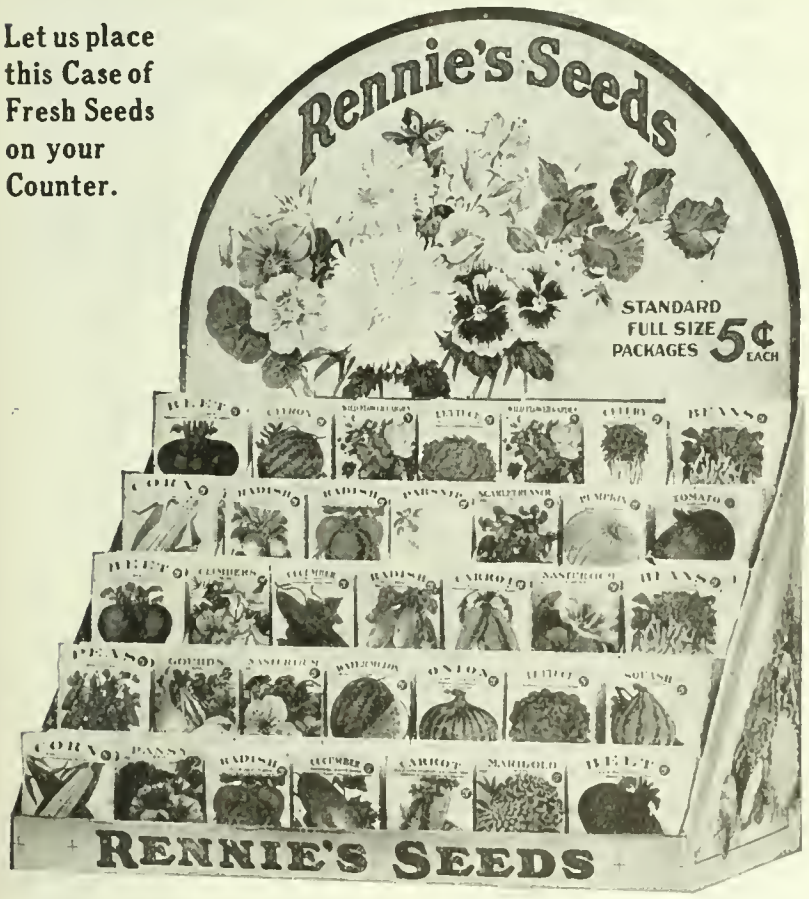
LINDNERS LIMITED

306 Ross Ave., WINNIPEG — 340 Dufferin St., TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Let us place this Case of Fresh Seeds on your Counter.



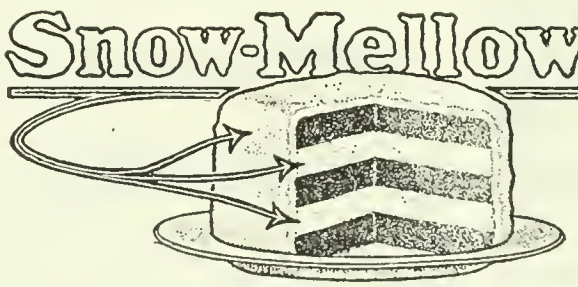
SELL as many as possible, and the remainder may be returned at the end of the season at our expense. Our compact and attractive display case contains the assortments as above, and you will add many dollars to your profits if you let us send you one or more, as your trade requires, on commission, all charges paid by us.

Wm. Rennie Co., Limited, Toronto

Get Acquainted

with the new pure food product for making the most delicious meringue, icing and filling—

Snow-Mellow



It will prove a positive boon to the housewife, if you will only introduce it and get her to try it.

"Snow-Mellow" is so simple to make. Just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, and she has the makings of a score of dainty desserts for every occasion, to say nothing of the rich, fluffy, tender icing and filling she can make.

And the profit margin for you, Mr. Grocer, is a generous one!

Write to-day for further details and prices, or

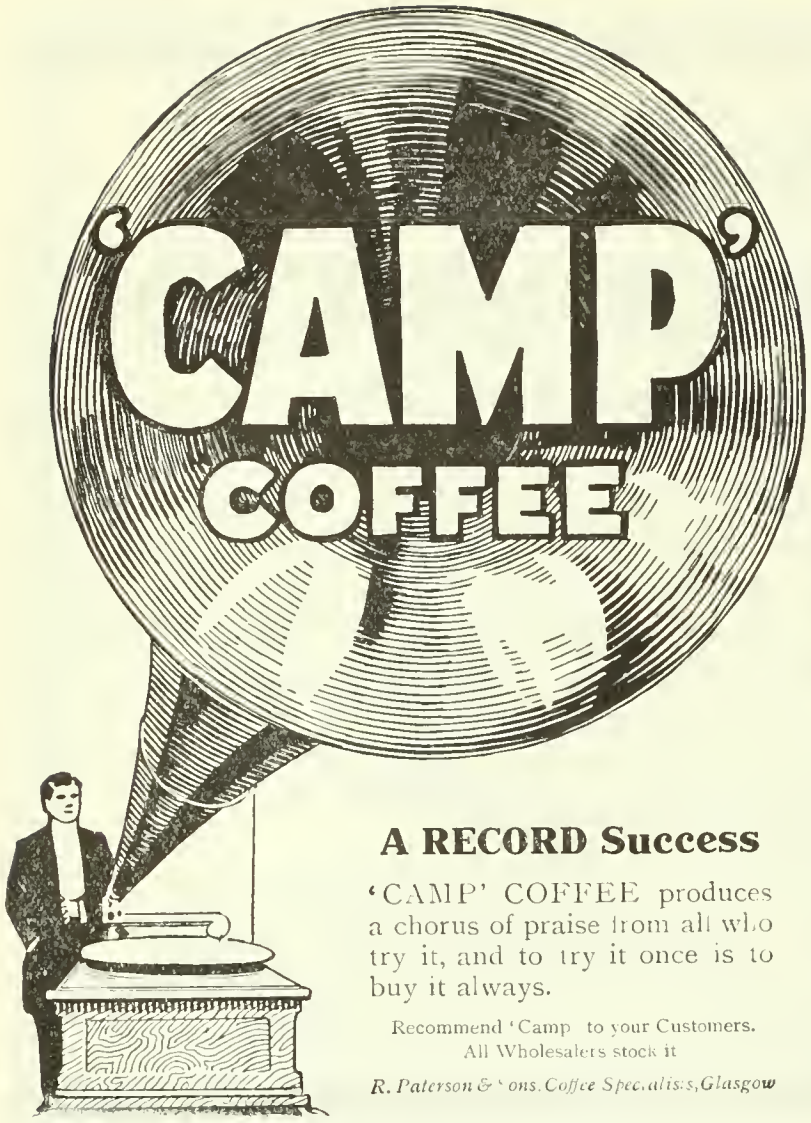
Ask your jobber—

The W. T. Ott Co., Inc.

32-34 Front St. West — TORONTO

518 St. Catherine St. — MONTREAL

68 L.



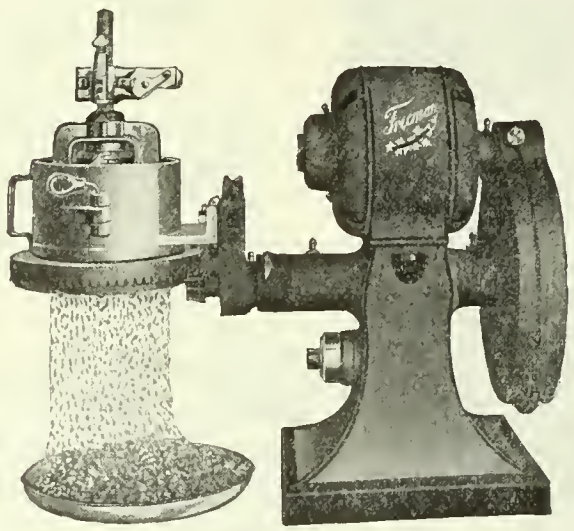
A RECORD Success

'CAMP' COFFEE produces a chorus of praise from all who try it, and to try it once is to buy it always.

Recommend 'Camp to your Customers.
All Wholesalers stock it

R. Paterson & Sons, Coffee Specialists, Glasgow

Freeman's Electrical



Driven Meat Chopper, Bone Grinder and Coffee Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited

Hamilton, Canada

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake, Manitoba

Success in Tobacco Selling

is the result of pushing the lines that meet with greatest favor from the largest number of users. The fact that most grocers keep ordering larger amounts is pretty good evidence of the popularity of the Rock City Lines. Order your supply to-day.

MASTER MASON

Smoking

ROSE QUESNEL

Smoking

KING GEORGE NAVY

Chewing Plug

MAPLE SUGAR

Chewing Plug

Rock City Tobacco Co.
LIMITED
QUEBEC WINNIPEG

Overheard.

"We stock

but we sell

GIPSY

Stove Gloss"

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Rankin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"
SALMON

FINEST
BRITISH
COLUMBIA
SOCKEYE

QUALITY
IS OUR FIRST
CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

A Profit Producing Store

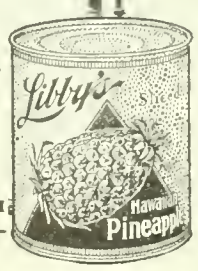
is the end and aim of every merchant. The surest way to attain this result is to sell what the public wants. The reputation of

Libby's Food Products

for purity and flavor have made them popular favorites for over forty years.

Olives — California Fruits
California Asparagus
Canned Meats — Alaska Salmon
Pork and Beans
Hawaiian Pineapple — Mince Meat
Plum Pudding — Jams and Jellies

Libby, McNeill & Libby
Chicago



Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS

With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write For Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Duon-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

Made in the cup at the table

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

CLARK'S PORK & BEANS

WE WANT YOUR BUSINESS

MR. GROCER, and we want it in increased volume, but we do not ask you to buy Clark's products SIMPLY because they are

MADE IN CANADA

We Have Other Reasons

True, we are and always have been a strictly Canadian firm, utilizing Canadian products and employing Canadian labor. But our greatest argument is QUALITY, and we make the POSITIVE STATEMENT that Clark's Pork & Beans are EQUAL TO or BETTER THAN any IMPORTED OR OTHER BAKED BEANS.

Compare the Prices

Clark's

Then Use your Judgment

W. CLARK LIMITED

Montreal

Tartan BRAND

THE SIGN OF PURITY

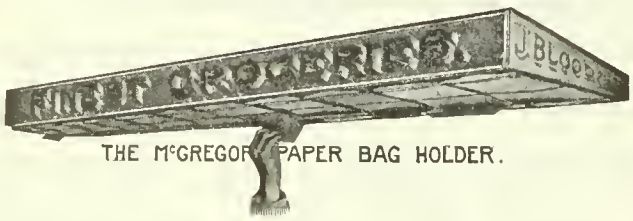
Teas, Coffees, Spices, Baking Powder, Extracts, Jelly Powder, Grocers' Sundries, Canned Goods, all kinds of Fruits and Vegetables, Salmon, Soap, etc. Headquarters for high-grade Teas and Fancy Groceries.

'Phone at our expense.

3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

THE O. P. McGREGOR PAPER CO., LIMITED,

411 Spadina Ave., Toronto.

Quality with Economy—

that's the profitable combination you can offer in BEE BRAND JELLIES, STARCH and BORAX. Quality that brings satisfaction to the most particular. Economy that makes them practical for any purse. Ask us to send you samples to-day.

FORBES & NADEAU, Montreal, Que.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

This is a fine Table Cane Syrup

in an attractive 2-lb. tin.

A good seller. Have you tried it?

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

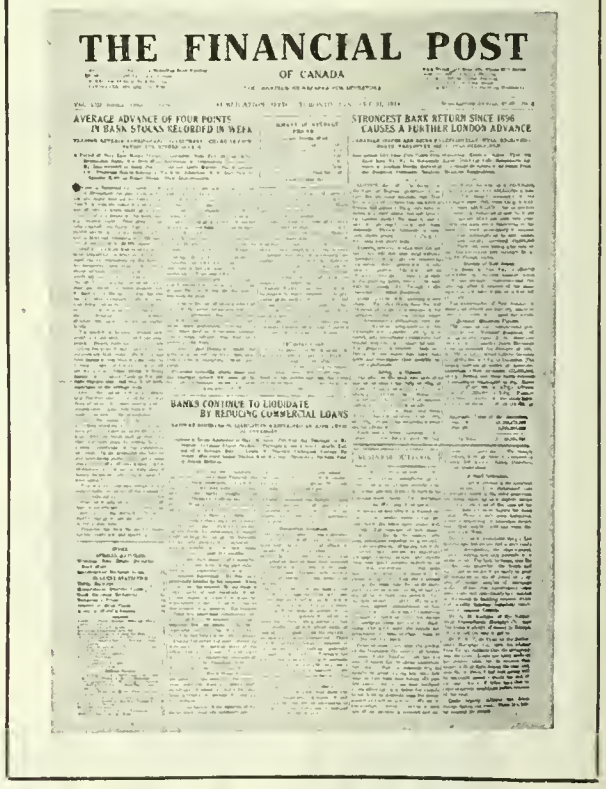
BEWARE OF FALSE PROPHETS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.


THE FINANCIAL POST
OF CANADA

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK RETURN SINCE 1896 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

Annual Subscription $3.00 the year

Date 1915

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter my/our subscription to The Financial Post at the rate of one dollar for four months.

Name .....

Street or
Box No. .....

City .....

WHY NOT HAVE THE FACTS?
C. G.

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET

The Financial Post

of Canada

serve you at least during the next four months.
Write for a free sample copy or

Sign ← the attached Coupon and return

to us with one dollar for four months, or if more convenient pay on receipt of bill.

The Measure of Success

"The success of every product must be measured by the confidence it can inspire—and KEEP."—(Printer's Ink.)

It would be difficult to name a product that inspires more confidence than Red Rose Tea. Its reputation is such that its very name is linked with the highest degree of tea quality.

It has kept the confidence of a great army of tea users for over twenty years, because its distinctive flavor, richness and strength have been uniformly maintained.

It has helped grocers to increase their tea trade and it has **held the trade** for them.

Red Rose Tea

"IS GOOD TEA"

T. H. ESTABROOKS CO., Limited
St. John, Montreal, Toronto, Winnipeg, Calgary

How Are Your Customers Going to Know

that you handle "Crown Brand" Corn Syrup—

how are our big advertisements in the newspapers going to do you any good—

unless you let everyone in your neighborhood know that you have "Crown Brand"?

We are doing our share, by putting the quality into the goods; by giving you the most delicious and the most popular table syrup in Canada; and by advertising it all over the Dominion.

Your share is merely to let your neighborhood know you have it, through occasional counter and window displays.

Handle all sizes—the 2, 5, 10 and 20-pound tins.

The Canada Starch Co., Ltd.

Manufacturers of the famous Edwardsburg Brands

Montreal, Cardinal, Brantford, Fort William

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer — Foodstuffs — Exporter
I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

A want ad. in this paper will bring replies from all parts of Canada.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG, - MAN.

One Inch Space
$1.00 Per Issue
on Yearly Order

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

WHO SAYS BAD BUSINESS?

Our average weekly increase in sales, since January 1st, has amounted to ***27,297*** pounds over the corresponding weeks of last year.

Last week, although the "duty" scare had abated, was one of the largest weeks in our history.

To date we are ***191,077*** pounds ahead of last year, and this in spite of the depression in business we hear so much about.

"SALADA"

TORONTO MONTREAL LONDON, ENG.

LARD

Keep your eye on the Lard Market! You know what Butter is selling at now, and there is no doubt but that it will be higher. All provisions will be higher before the snow goes. Then why not Lard?

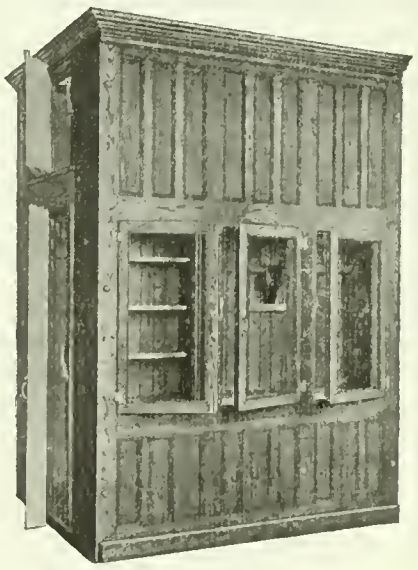
You cannot go astray in buying for your wants, and you can make no mistake in buying "Star" Brand when you do buy.

Put up in tierces, tubs, pails, 20 lb., 10 lb., 5 lb. and 3 lb. tins, also in one pound cartons.

Made under Government inspection.

F. W. Fearman & Co., Limited
HAMILTON

Why Fool Yourself by Appearances?



Any refrigerator may have sanitary linings and all the appearances of a perfect refrigeration system—and yet fail utterly to keep your perishables from spoilage, or give you adequate service.

It's the **Principle of Circulation** that is the vitally important thing. Sanitary linings and everything else are useless unless that principle is RIGHT—unless that principle gives you an adequate amount of DRY cold air EVENLY distributed over the WHOLE refrigerator.

That's why the EUREKA pays the largest dividends in goods saved. That's why grocers and butchers for over twenty-eight years have insisted on the EUREKA. That's why there is only one refrigerator which will earn you adequate profits—the EUREKA. Write NOW for full particulars and free catalogue.

Eureka Refrigerator Company Limited
31 Brock Ave. TORONTO

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

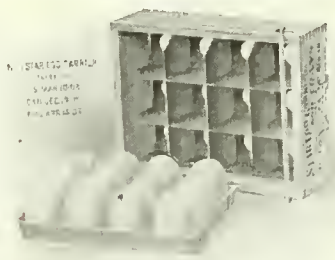
Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

AGENTS FOR THE DOMINION OF CANADA



INCREASE

Your Egg Profits

WITH THE

STAR SYSTEM FOR SAFE EGG HANDLING

LOWEST COST EGG DELIVERY IN THE WORLD

The Star System is not only the most efficient and convenient Egg Delivery, but costs less per dozen eggs delivered, than any other egg handling device. It is the ONLY egg delivery that does not Break Eggs.

To increase your egg profits and give your customers better store service, order one Star System for each vehicle you run.

STAR SYSTEM FOR SAFE EGG HANDLING

consists of
Four Dozen Star Egg Carriers
5,000 Star Egg Trays Printed With Your Advertisement
One Package Divisions to Keep Your Star Egg Carriers Always New.

IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL

STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street **Rochester, N.Y., U.S A.**

CANADIAN GROCER

VOL. XXIX FEBRUARY 26, 1915 No. 9

A Short-Lived Co-operative Concern

Householders' Co-operative Stores, Limited, Only Began Business About Six Months Ago—Started Out to Establish 40 Stores in Toronto Alone, But Only Opened Six or Eight—Total Liabilities Estimated at About $20,000.

AMONG the business fatalities of more than ordinary interest to the retail grocery trade is the recent failure of the Householders' Co-operative Stores, Ltd., with head offices at Toronto. Not only has this concern gone to the wall, but also has that of Jno. W. Bowman & Co., wholesale grocers, which it has been generally understood, has been under the same control as that of the above-mentioned stores. As was briefly announced in last week's issue, the liabilities to creditors of The Householders' Co-operative Stores, Ltd., is in the neighborhood of $10,000. One report states that the assets of the company are about the same amount, but the liability figures do not include the liability to some 500 small shareholders. Jno. W. Bowman & Co. is the subsidiary concern, and it is stated to be a creditor of the other company

The Householders' Co-operative Stores have had a short and in a way a checkered career. The organization was formed only last summer, shortly after the outbreak of the European war. It was a particularly favorable time for a concern which makes the high cost of living one of its chief excuses for organizing. When the war began, a great number of imported supplies advanced on account of scarcity and increased insurance and transportation costs. This no doubt led the promoters to the conclusion that then was the time to tell the public it was being robbed, and to present its new proposition which has since become such a miserable failure.

In our issue of September 25th, we reviewed the prospectus of The Householders' Co-operative Stores, Ltd. It will be remembered when this concern was first launched, it operated on the discount plan. Every householder who desired to join, was asked to pay a membership fee of $5 per year, or 25c per week, for twenty weeks. This membership entitled them to a discount of 20% off every order, and at the time the order was given. Some of the high-sounding statements to be found in this prospectus, which is scarcely six months old, are the following: "The grocer who condemns our plan is the enemy of economy." "We give all we can for what we get, instead of getting all we can for what we give." "You save 20c every time you spend a $1."

Still another statement read: "The annual fee charged to all members ($5), payable 25c per week for 20 weeks, enables us to meet all administrative expenses, leaving us free to conduct our business entirely in the best interests of our members." And still another: "In order to successfully combat the high cost of living, as well as to prevent undue advantage of the public being taken by merchants under the guise of scarcity of supply during the present European war, an association has been incorporated, etc., etc."

A Strong Position Indeed.

Canadian Grocer pointed out at the time that the insinuation that the great body of retail dealers all over the country were taking advantage of the situation in Europe to charge excessive prices, was entirely unfounded and most ridiculous. Competition is too keen among the trade to bring about any such a condition. There was another "big-talk" statement made when it was stated that "as our membership is large, we are able to purchase all goods in exceptionally large quantities at wholesale prices and propose to add only the actual cost of distribution to our members. The **strong position** we occupy with the various manufacturers—paying spot cash for all foodstuffs—guarantees a lower purchase price than can be obtained by dealers buying on credit."

It was somewhat of an uncanny coincidence that shortly after this prospectus was issued, there was an advertisement in Toronto papers, signed by the same Householders' Co-operative Stores, Ltd., lamenting the fact that the wholesale grocers would not sell to them. Just why they referred to this trouble and paid for making the statement, was something difficult to understand in view of the alleged "strong position they occupied with the various manufacturers." Here was still another mis-statement in that now historic piece of literature. "With only a limited charge on our purchase price, you will quickly realize a saving ranging over 10% to 30% on every purchase." Just how a saving of more than 20% could be realized, when only a discount of 20% was allowed off retail prices, and at the same time when each member had to pay $5 a year membership, was certainly difficult to understand. This was the sort of bogus statement printed in the prospectus that so easily led the public to swallow the claims made by The Householders' Co-operative Stores, Limited, and its agents.

A Forced Change.

Just about a month later, Canadian Grocer, recorded the fact that this concern was doing an illegitimate business. Their system was taken up by the Retail Merchants' Association, with Hon. W. J. Hanna, Provincial Secretary, and it was discovered that the charter of the concern did not allow them to collect membership fees from the public at the same time and not permit it to hold stock in the concern, or have anything to do with its operation. The promoters were told they would have to discontinue doing business, unless their methods were changed, and they did their business on the joint stock company basis.

Shortly after this a circular was issued, announcing the change but scarcely telling the whole truth. We quote the following from this circular:—

"In starting the Householders' Co-operative Stores, Ltd., we adopted the principle of membership and cash discount in order to get a good response to our proposition. The results have been very satisfactory, but a large number of our members have insisted that the co-operative plan as practised in England is preferable to our method. In this we agree with them and in fact always contemplated the final adoption of the British plan, but did not care to sell any shares of our stock until we gave it a value. We have now made the shares worthy to be sold, and have decided to make the change before we open any more stores. To commence on Friday morning, Oct. 16th, our discount will be withdrawn, and our stores will offer regular prices. Commencing the same day, quarterly distribution of profits will be made to all owners of shares of the stock of this company. These distributions will take the form of two classes of payment, that is dividends on capital at the rate of 7 per cent. per annum, and profit distribution on purchases. A coupon for the amount of the purchase will be given with each sale. Save them. The application you have made for membership will be transferred to a share of stock, and the money you have paid on the membership, will be credited to the cost of stock. We would suggest that you interview our representative at the store, who took your membership, as he is prepared to give you any information or explanation you may desire. We have opened two new stores within the last week, and give below list of those now operating."

Fell Short of the Count.

At that time the concern had seven stores in operation and their intention, as was announced in the original prospectus, was to have 40 and also to establish others in different parts of Ontario. Viewed in the light of subsequent happenings, their new "co-operation" proposition was intended to hold those who had become "members" before the Government compelled the stores to adopt legitimate methods. The failure last week has, however, put an end to their dream and one more co-operative institution has passed out.

What Canadian Grocer objects to particularly in connection with co-operative associations, are the promises made to probable subscribers in the prospectus. We have seen a number of these of late, and in practically every instance, the promoters of the scheme intimate to the general public, that because they are being robbed by the ordinary merchants, they should join the association, save their money and at the same time secure dividends on the quarterly purchases, and capital stock at the end of each year. So far as our experience goes, there is no justification for these statements. The prices on staple groceries at the present time are shaved so low, that it is impossible for a concern to sell more cheaply than the ordinary retail trade, and at the same time pay from 7 to 10 per cent. per annum dividends as well as a good substantial dividend on quarterly purchases. These promises should not be permitted.

A lamentable feature in connection with these organizations is the fact that no matter how many of them fail, there is always a certain percentage of the public, willing to risk its small investments in others. It is only a few months since that the National Railway Association, a large co-operative concern, capitalized at $5,000,000, with some ten or eleven stores in different parts of Ontario and Quebec, failed with heavy liabilities. There are probably a few co-operative associations in Canada making money, but it is because they do not pretend to sell the public goods at prices under those of the ordinary retailers. The chances are, they are on the whole charging more. If they did not charge as much or more, and if they did not conduct the business on sound business principles, it would be impossible for them to pay 7 per cent. or more dividends at the end of the year, in addition to dividends on quarterly purchases.

Reports indicate there are some 500 small shareholders who will lose in this failure, and it is safe to say that few if any of these can afford to lose the small savings they have invested. It would appear that our Governments should take more precautions in the future in issuing charters to co-operative associations with high-toned names, and to see that the public is not buncoed out of its hard-earned savings so easily.

DOES THE AUTO SCARE THE WOMEN?

A Canadian Grocer reader in Auburn, Ont., writes to say that in a recent issue of the Christian Guardian there is a letter on "Why Women in the Country Stay at Home," and suggests that it might well be reproduced in this paper. The letter in part says:

"The real reason that the country woman stays home so much to-day is because the cursed automobiles have driven her off the roads that she and her ancestors have toiled to pay taxes on. Those same taxes are increasing at an alarming rate. The higher the tax gets the less use we get of the road. We asked a neighbor one day, 'Why are you sending your cream to the creamery?' 'Well,' he answered, slowly, 'I've two farms to work alone. During the rush of the summer's work I just can't spare time to go to market, and the women are afraid to go any more.' Those same women used to go regularly to market during the summer months. They are never seen on the road any more. I know plenty of women right here in my own neighborhood who used to go to market who dare not venture out even to the village store to get the necessary groceries, etc. We do not live on a 'back concession' either, as one motorist sneeringly put it, but in a thickly settled neighborhood. Our home has been in the hands of our family since the country was settled, and was taken from the Crown by my great-grandfather. Is there a concert, lecture or tea-meeting that the farmer's wife or daughter would like to attend, she must face the danger of being ditched by some reckless motorist. It is simply impossible to see at night when a motor car is approaching. I have been blinded by the auto lights when the auto was nearly a quarter of a mile away. And, of course, the autoist will tell you, 'Stay off the road, then,' and thinks it great sport when your horse rears and plunges in fright. We have had that experience. One of the results of this state of affairs is this, that the mail-order stores of Toronto are getting the trade which used to go to the merchants of our own county. The wife of the postmaster of a village two and a half miles from here sends club orders to a large mail-order store in your city which amount to $1,200 yearly. Think of that. Those of us who send pay her one cent on every dollar on our order. The goods are brought right to our door.

"A FARMER'S DAUGHTER."

A NECESSARY PART OF THE BUSINESS.

The MacLean Pub. Co.,

Gentlemen:—Enclosed find two dollars, covering subscription to Canadian Grocer for another year. Can't do business without The Grocer.

Maple Products Sales Campaign

Successful Endeavor to Get Rid of the Old Stock Before the New Came on the Market — A Realistic Window Display—Customers Had Opportunity to Taste a Sample on the Counter and in Practically Every Instance a Sale Was Made.

Written by HENRY WILLIAMS for Canadian Grocer.

Sixth of the Williams' Series.

RUNNING his eye over the shelves one afternoon the head salesman of the Jepson store observed a section devoted to the display of maple syrup in bottles. There was a case or so of them and when the stock in the warehouse was checked up Haslam came to the conclusion that some special selling effort must be devoted to maple syrup in view of the approach of a new season. What he wanted was that his employer should be in a position to be first on the market with the new goods with none of the old on his shelves—and the selling campaign he was about to launch must bring about that condition of affairs.

As he completed his trip of inspection as to the quantity of maple syrup on hand, Jepson emerged from the office with a pencil behind his ear and carrying a pad of paper. A broad smile illuminated his face.

The Campaigns were Getting Results.

"I have just been figuring up sales of canned goods of last week." he said, "and say you certainly got the people going—I find that during the six days we sold no less than three and a half cases of canned salmon, a couple of cases of condensed milk, about 1½ of herring and sardines, ten of fruits in tins and more than three of glass, and 18 cases of vegetables — and into the bargain our usual sales of staple and other goods were made. It was the best week we have had this year and in fact better than any one week in February back as far as we have figures."

The head salesman had had the pleasure once of visiting a maple sugar camp in Quebec Province. So he allowed his imagination to run unbridled back to the scene. His dream was a pleasant one—for there are few who cannot appreciate an hour or two in the heart of a maple bush when the "sap's runnin.'" These reflections determined the course to pursue in so far as the window display was concerned. In one corner he placed the stump of a small maple tree which he got one of the farmer customers to bring in. Into this was driven a spile and a sap pail attached. In these days the boiling method has become modernized. Evaporation takes place in sanitary surroundings the sap going into the evaporator at one end and coming out as pure maple syrup at the other. Haslam chose to represent the primitive method of transforming the sweet sap into the delicious tasting maple syrup. So he erected a cross pole on a couple of jacks and suspended a black kettle. Fire was imitated by means of a red electric light beneath a bunch of chips and fire wood. An axe and a chopped log lay on the ground. The remainder of the display was devoted to showing the finished product—pure maple syrup in bottles — syrup with that amber hue which could not fail to make the mouth of the passer-by water for some of the contents—and some cakes of pure maple sugar. A circular stair with the steps covered with red cloth formed the foundation to the display. The bottles were placed on the steps with three on the top, and between each bottle was a cake of sugar.

Pinned up on the background was a large show card reading "Maple Syrup — From the Tree to the Bottle," and on the display of bottles was another with "Absolutely Pure."

Inside there were three or four bottles kept on the counter all the time so that they were ever ready to suggest to the customer. Beside them was a fruit dish containing a sample of the syrup and a spoon holder well filled beside it.

If a customer evinced any interest whatever in the sample she was told that it was absolutely pure syrup—that the store sold none other and she was asked to try it.

* * *

Maple syrup with the true maple flavor is a difficult taste to resist and in nearly every case the customer asked

Pure Maple Syrup and Pancakes

What more delicious combination? Can you place before the family anything that will be more appreciated? We sell nothing but absolutely pure maple syrup and we can suggest nothing nicer for luncheon or evening meal. Please remember our maple syrup is the purest made in Canadian maple forests—it was made and packed in sanitary surroundings by reputable manufacturers and is fully guaranteed.

Blank Brand Pure Maple Syrup—In quart bottles, with the true maple flavor, most delicious with paneakes, muffins or hot cakes, per quart bottle, ..c.

Pancake Flour—This flour is done up in neat packages, with directions on making buckwheat pancakes. When you order maple syrup ask for a package, ..c.

Pure Maple Sugar—Only a few cakes of these left—the flavor is the true maple and absolutely free of cane or other sugar. A rare treat for the children, ..c a cake.

ONLY FOODS OF HIGH QUALITY RECOMMENDED BY US.

THOS. JEPSON

87 Bradley St. **Phone 111**

Suggested newspaper advertisement of a timely character.

The Time to Sell Fish

With Lent With Us the Opportunity Should Be Seized to Increase the Turnover By Pushing Sales of This Line—Suggestions For the Retailer on Selling Fish.

LENT affects different people in different ways. Some folks go to church each noon hour during Lent. Other abstain from smoking. Some more eat fish every day for which the fish dealers are much indebted to the ecclesiastic who imposed the Lenten festival sometime around the fourth century.

There seems to be some misapprehension as to the terms upon which the Catholics and High Churchmen, and many others too—for Lent is celebrated by numbers of people who are neither Anglicans or Roman Catholics—celebrate the festival of Lent. It was never decreed that specifically fish was to be consumed during the six weeks. The Pope's decree was not positive. It was negative. It did not say what should be consumed. It simply pointed out what should not be eaten. Thus eggs may be eaten and indeed are eaten in large numbers during Lent, although it is said that there was a time when these and milk too were debarred.

Fish the Popular Food.

But fish has come to be looked upon as the big food for Lenten days, and quantities of it are bought during Lent.

Talk with fish merchants reveals the fact of the tremendous increase in the sale of fish during Lent in recent years. This is accountable for in several ways. First of all, many people outside the churches who observe Lent think it well to make some break in their yearly diet, and decide to leave beef and mutton and veal and so forth alone for a few weeks. The natural substitute is fish. Dealers do not generally make a big enough point of the variety which can be obtained in fish. There is only one sort of beef, only one sort of mutton, only one sort of pork—but there are half a hundred sorts of fish—and then some. The housewife has a much bigger choice when buying fish than when buying meat. If variety is the spice of life, it is certainly the spice of the table. Feed a man meat, meat, meat and he begins to weary of it. Then fish proves a good thing for a change.

Moreover, fish is just as adaptable as meat. It is true that you can roast beef and stew beef. But then you can fry whiting and stew whiting. You can make it as dainty and as appealing a dish as that which has fresh meat for its staple.

The Hotel Trade.

Possibly the biggest growth in the sale of fish is to be found in the hotel and restaurant trade, particularly the former. Time was when hotels would not bother with fish, except the very largest houses. But now that is different. This year, though the public is not traveling as much as in former years, the fish business with hotels is distinctly good. Dealers either phone or write or circularize their hotel and restaurant clientele, and let them know that Lent is near. Evidently the fish men believe in leaving nothing to chance. The hotel keeper is reminded, whether he knows it for himself or not.

So far as this particular year is concerned, Lent started off very well on the seventeenth—last week.

The sales to the retailer have been good too. One wholesale fish merchant has sent his retail customers each several copies of a recipe book, giving fish dishes which was issued by the Government. Most wholesalers say that trade has started off very well this Lent, and so far is keeping up.

Points for the Retailer.

The retailer ought to get after this fish trade in good earnest. The public, as we have said, is a good deal more receptive to the idea of fish as a staple than it used to be. Showcards, in the window, announcing that Lent is here, and with some attractively-worded message, should be good business-getters. And an ad. in the local paper, to the same effect, is a sure way to increase your fish sales.

A good talking point is the cheapness of fish. This is particularly applicable a year like this, when everybody is trying to save and be as careful as possible. Most fish can be bought from 12 to 16 cents. If the retailer puts this aspect before the housewife, it ought to point the argument.

Then again, cold weather has not yet finished. Spring is on the way, but it isn't here. Frozen fish is, therefore, no trouble to keep in condition, and if properly handled both it, and smoked lines ought to be good sellers. Make the most of Lent.

Good Time for Oysters.

As announced last week the new tariff means an advance of about 10 cents a gallon on oysters. Retail dealers would be well advised to continue selling oysters. They should be able to obtain an additional 5 cents per quart and maintain their profits or increase them a little. The man who stays with oysters until the end of the season is going to reap substantial benefits—and it should not be forgotten that we are in the midst of Lent.

MAPLE PRODUCTS SALES CAMPAIGN.

(Continued from page 21.)

the price and took home with her a bottle. Practical demonstrations of this character are among the best selling methods any grocer can adopt. Thos. Jepson discovered this to his great benefit when his new salesman took a place behind the counter. While I know that all grocers cannot adopt it very extensively, yet I see no reason why every one cannot almost all the time endeavor to push the sales of some line or other through this method.

* * *

An advertisement as usual appeared in the local paper on maple syrup and sugar and pancake flour and when the end of the week came there was not a single bottle of the syrup left and only one or two cakes of the sugar—and he immediately placed an order for new goods when produced.

All of which demonstrates the selling power of the dealer when he gets behind an article.

Grocers' Letter Box

Editor, Canadian Grocer.—Will you please say where I can procure rubber stamp pads with ink that will stand the salt and grease of butter?

J. C. Mc., Leduc, Alberta.

Editorial Note.—The following firms will be able to supply your requirements:—W. E. Irons, 115 Bay St., Toronto, and Superior Mfg. Co., 93 Church Street, Toronto.

* * *

Editor, Canadian Grocer.—Please tell me the nearest place where I may have a pair of scales tested and stamped.

F. T., Lambton, Ont.

Editorial Note.—The nearest place where you can have this done is at the Inspector of Weights and Measures Office, 44 Adelaide Street East, Toronto. The inspector makes a trip through the rural districts once every two years.

The Farmers Have the Money

Retailers in Farming Towns in Western Ontario Testify to This—Increases in Business in 1914 Over Previous Year in Every Case—The Farmers Will Spend the Money if Inducements Are Sufficiently Strong.

Written from Staff Interviews with Merchants.

Third of Series on "Getting the Farmer's Trade"

HAGERSVILLE is a live town in a prosperous farming district in Western Ontario. If you could see the books of a certain grocer there you would observe that in January they showed an increase in business of $300 over 1913. This man has a rather small but compact store, measuring possibly 20 x 30 feet, and his turnover amounts to about $13,000 per year—in groceries alone. From January he carried forward on his books the extremely small sum of $25. Into the bargain, this is out to reliable customers, who are more than good for the money, and is collectable at any time. There are many who will tell you there is little or no money in the country. This grocer has had a different experience from that. In the last year he sent out no more than ten accounts, for the reason that his customers either paid of their own free will, or upon his personal suggestion.

"Have your accounts ready when people come in to pay them," is the motto he stands by, and one that means money to him every year.

One of the methods adopted by this man to attract people to his store is the handling of newspapers. He is located near the station and gets a good deal of the transient trade. The newspapers are a splendid accommodation, and this merchant carries them, not because they bring in much money, but for the reason that they attract people to the store. For a small town dealer, he specializes largely in fruits, and at all times has a good big pulling display of fruits in season the year round. A good percentage of farmers' trade is secured by the handling of an assorted stock of tobaccos.

A $2,000 Increase.

In Hagersville there is a certain hardware dealer who in 1914 showed a $2,000 increase over 1913, and 1913 was $1,800 ahead of 1912—another bit of evidence that the farmers have the money, and that not all of them at any rate are sitting tight upon it. This hardware dealer is no pessimist. He is just a plain, hard-working business man, who is going after the business and getting it. If you were to stand beside his counter and watch him attend to a customer, you would find that personal salesmanship is a big factor in the increase in this man's business. He is out to make 1915 a record year, and because his trade comes from a farming community he intends to realize that increase. Don't you think he will get it?

In Caledonia, a town not far from Hagersville, is a dry goods merchant, whose business in 1914 showed an increase of 10 per cent. over that of 1913. This man endeavors to keep up with the times. About once a month he takes a trip to Toronto to look over stocks of goods on lines that interest him. He buys in smaller quantities than usual, but he buys oftener. He maintains that a good percentage of that 10 per cent. increase is due to the fact that he has been purchasing in small quantities and making turnovers more quickly.

There is another grocer in Hagersville who last year did a $30,000 business. He is carrying a stock of approximately $3,000, and, therefore, is turning it over at the rate of ten times within the year. "We are buying," he said, "just as many goods as ever, although not in such large quantities. We are going into the market oftener. The business of 1914 showed an advance of 10 per cent. over that of 1913, and January of this year is equal to last, even if we did not realize an increase." "With me," remarked another merchant, "collections are just a little more difficult to get, for I find that farmers here have a tendency to hold their grain in anticipation of higher prices, and a few others are just a little slow in paying their bills."

"Our business," declared a hardware dealer in Caledonia, "showed a small increase in 1914 over that of 1913. It was small, but it was an increase, so we have nothing to complain of. The present situation suggested to us that it is a splendid time to reduce our stock, and when we have it in the proper condition we shall in future buy not quite so much, but more frequently."

More Business—More Cash.

A Mount Hope general merchant told the writer that 1914 was absolutely and unqualifiedly the best year he ever had. "I took in more money," he added, "made more cash sales than I ever did before. January of this year showed no let-up in the increase of business, and since the war broke out I have been able to make substantial increases every month."

"A great many people," a Haldimand County banker said, "have the idea that the farmers are selling their grain, stock, etc., at greatly increased prices, and depositing the money to their savings account in the bank. Let me say this, that so far as we are concerned this is not the case. It looks to me as if the farmers are buying better than ever, because they are getting more money for their products."

Still another Hagersville merchant declares that his January business of 1914 showed a splendid increase over that of 1913, and that January of this year is equal to last. This firm is buying just as many goods now as ever, although in smaller quantities and more frequently. The only difference from normal times is that they are getting after the business more strenuously.

From these interviews with live merchants, who depend largely on the trade of the farmers of their respective communities, it is shown that a great deal of the "hard-times" talk rampant throughout the country is founded on very flimsy facts. It stands to reason that the farmers have the money this year in view of the high prices on practically all farm products, and wherever the merchants are going after the business enthusiastically and energetically they have been getting it. The moral in these interviews is plain—let the retailer realize that there are bright prospects for better business among the farmers; let him conduct a strong publicity campaign through the local papers. By showing new and high standard goods and by exercising diplomatic personal selling conversations, he is bound to get the business.

EDMONTON WHOLESALE CHANGE.

H. H. Cooper, Ltd., wholesale grocers, Edmonton, Alta., are now incorporated under name of McDonald-Cooper, Limited, with D. C. McDonald, Winnipeg, a member of the old A. McDonald Company as president, and H. H. Cooper, vice-president. Some employees of H. H. Cooper, Limited, are also in the firm, which has no connection whatever with McDonald Company.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
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JOHN BAYNE MACLEAN, President.

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RESOLUTIONS OF A LIVE WIRE.

Because there is plenty of money in the farming communities this year in view of the high prices of wheat, oats, and other grains as well as hay, butter, eggs, and live stock, I intend to go after the trade of the farmers more strenuously than ever before. I have found that the tables in the homes of the best farmers are well supplied with good things to eat and I intend to SELL my farmer customers better quality goods in the future.—A. L. W.

Another True Prediction.

THE demise of the Householders' Co-operative Stores of Toronto did not come as much of a surprise to those who followed the reviews of the prospectus and circulars issued by this concern last fall and which appeared in Canadian Grocer. As we pointed out at the time it seemed somewhat ridiculous that this concern could deduct 20% from the total of every order from a customer—which meant a reduction of 20% from the prices charged by the legitimate retailer—and make any profit whatever. All that the officials of the concern were getting for this unique service was $5 a year membership fee which could be paid in 25-cent instalments once a week. On a bill therefore of $1.25—and most families would purchase a great deal more than that weekly—the customer would get back her 25 cents. So on the face of it there did not appear much chance for success.

Readers will recollect that a short time later the Householders' Co-operative Association had to change its plans on representations made to the provincial secretary by the Retail Merchants' Association. The "membership" system was not in accordance with the charter and the business was eventually changed to the ordinary co-operative or joint stock basis. That meant that the concern had to issue stock certificates and give the shareholders a say in the operation of the business. Gradually since then stores were closed and with the failure come a good many losses to small holders of stock who were induced to invest money so recklessly.

All this goes to demonstrate the futility of these new-fangled concerns who organize under the pretension that they are out to cut down the cost of living. The high cost of living is not due to retailers charging exorbitant prices; nor is it due to the fact that there are retailers and wholesalers in the field. The greatest causes are that we are living in an age when people want better service, higher quality and more sanitary goods than our ancestors, as well as to the fact that the increase in production of foodstuffs in a great many cases is not in proportion to the increase in consumption. Of course the present situation is greatly aggravated by the war, over which none of us have much control, and our remarks above refer to conditions in normal times.

Coming so soon on the heels of the failure of the National Railway Association which was a similar co-operative concern, capitalized at $5,000,000, the dropping out of the race of the Householders' Co-operative Stores should do much to deter the general public in future from risking their money in flimsy schemes. It is to be hoped the lesson will remain long with them.

A New Competition.

"BUY Your Groceries Wholesale," is the subject of a circular issued recently by the Canada Grocery Co., a new firm of importers and wholesale grocers, 32-34 Front street W., Toronto, which will prove of interest to retailers. The circular elaborates on the saving the householder can effect by buying her goods on the wholesale plan. One of the paragraphs reads:

> "In order to quote the very lowest wholesale prices, it is impossible for us to break packages; but we have prepared a list of goods put up in suitable quantities for the average house. This shows the regular retail price you are now paying, the minimum quantity of each article we sell, our WHOLESALE PRICES and the amount saved on this quantity to you. One of these lists is enclosed herewith and one will be mailed to you every two months showing our current prices."

As the circular was written prior to the bringing down of the budget, there is a paragraph pointing out that as there were almost sure to be war taxes on teas, coffees, etc., it would be well to take advantage of their offer.

In the price list canned vegetables are quoted at $1.80 a case: canned apples, 3 lb. tins, at $1.80 a case; Kellogg's cornflakes at $1 a doz.; Shredded Wheat at $1.30 a dozen; package teas, regular 35 cents, for 31 cents, with a minimum of 10 pounds; Sunlight and Lifebouy soap at $4.15 a box; and 100 lbs. of Standard Granulated sugar, $6.50. These are but a small percentage of the entire list, they are given here because they present a definite idea of how the business is being conducted. The terms at the bottom show that "on receipt of order goods will be delivered free to any part of the city, and payment will be collected for same on delivery," and "on account of the close wholesale quantity margin these goods are sold on, no order will be delivered for less than $10 value."

This concern is in competition with the retail trade and it is understood a bid is being made for business from among the farmers of the country. One thing the retail trade knows for sure and that is that the Canada Grocery Co., is making no bones about selling direct. It is of course unreasonable to suppose that the retailer is going to be supplanted by this new competition—not even should it be multiplied. There are always a number of goods that none but a legitimate wholesaler—one who confines his sales to the retailer—has the privilege of handling. In the meantime the trade should endeavor to offset this competition by giving a better service and by advertising strongly the convenience the retail stores are to the people of every district.

Where Custom is Lost.

CARELESSNESS costs money. It loses custom. In discussing the merits of their respective grocers the other day, two women gave some splendid advice which by accident reached the ears of the writer. "Our grocer is allright," observed one, "as far as quality of the goods and prices are concerned, but he is so careless. The other day he sent over our order without the bread and we had to phone for it; and just two days previous he forgot the canned tomatoes and if he didn't go and send the order again to-day minus the brown sugar."

It is scarcely necessary to present the remaining portions of that conversation. Here we have carelessness personified. There is absolutely no reason why a grocer should make the same mistake three times in a week. It demonstrates a lamentable lack of system somewhere. These three errors of omission would mean that the delivery man would have to make three extra deliveries to that one house, and when the wear and tear on the delivery outfit and on the horse is taken into consideration, together with the loss in the time of the grocer and his delivery man, the chances favor greatly an actual loss on each of the orders.

This is a simple error to remedy. Give the delivery man or a clerk instructions to check over the goods in each order with the counter check before they are placed in the wagon. Then if any article is found to be missing the omission is sure to be caught before it is too late.

Wanamaker Ideals

JOHN Wanamaker has been a big man in the retail trade of Philadelphia for a good many years. He is in fact recognized as one of the retail kings of the American continent. What he says about the conducting of a retail store is therefore always worth more than a passing consideration.

In a recent issue of this paper was an article in which he outlines for the benefit of his staff his policy for the year 1915. He advises Safety First, holding that this is a daily duty that every store should reverently perform in the interests of its customers. He assumes that no one connected with a store shall be lacking in politeness; he points out that there should be no trickery in the palming off of second-class goods as first, and that honest advertising is one of the first considerations in any permanently successful business. "From every room under the vast roof," he says, "we have barred out deception, dishonesties, delusive statements, disguised goods, and pilfering prices. Our store will play fair or not at all."

In those last few words you have the ideals of the man. The methods that John Wanamaker uses to build up a business into millions, can be applied to-day by the smaller merchant in his business of thousands.

Editorial Notes.

THE FARMER'S trade is the trade worth while these days.

* * *

HON. THOS. WHITE is some shot—he brought down the Budget allright.

* * *

SEE THAT the hook is baited properly for the fish trade while Lent is with us.

* * *

THE BANANA is being termed the working man's food and there are some objections to the tariff on it.

* * *

BEFORE THE sap begins to run again every retailer should dispose of his last year's stock of maple products.

* * *

TEA ESCAPED the war-tax. No wonder, a small word like tea should be sufficiently elusive to avoid anybody's eye.

* * *

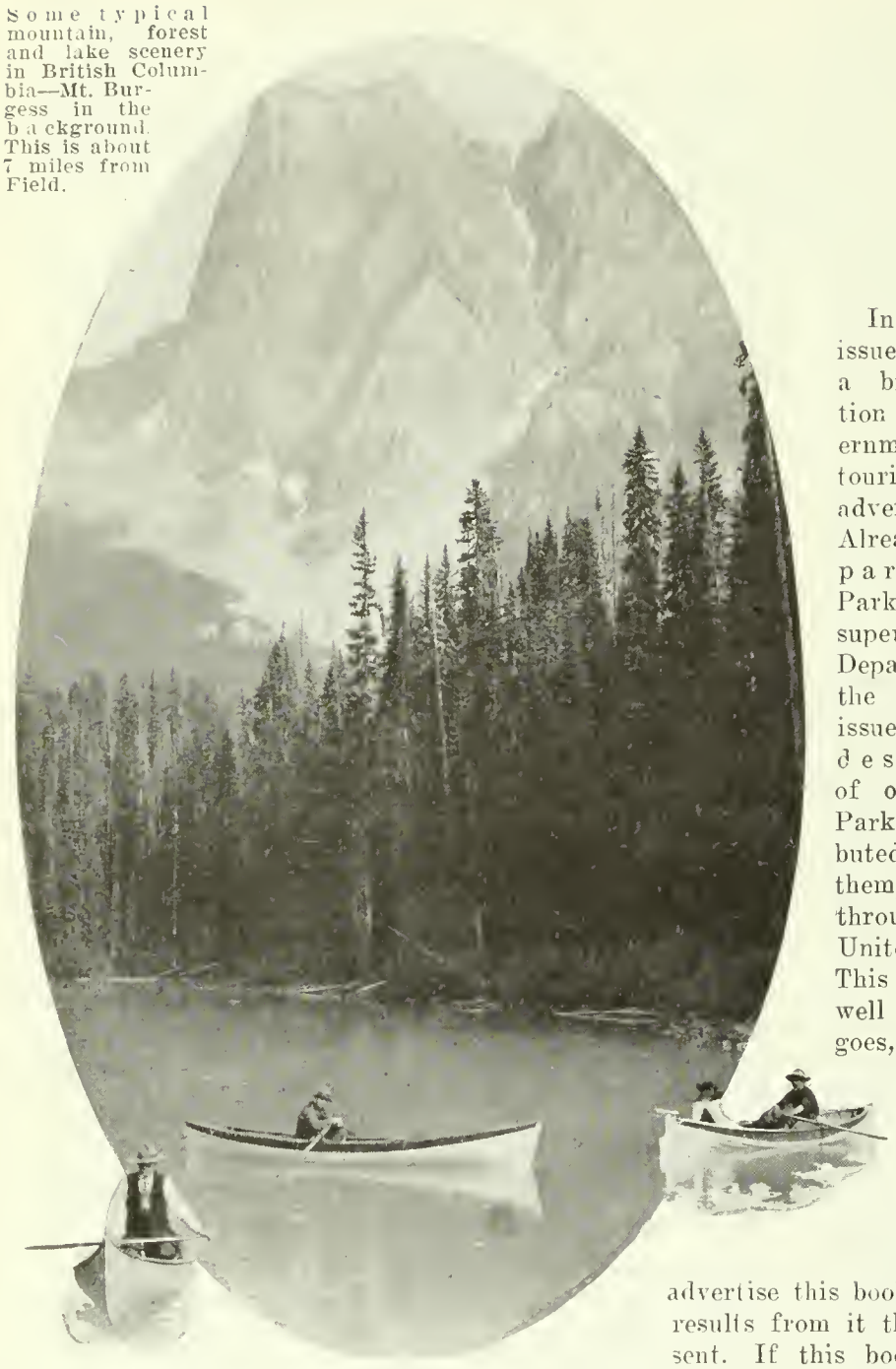
WHEN YOU stop fighting your neighbor and combine your energies to defeat the common enemy you will make progress toward better local trade conditions.

* * *

EXEUNT HOUSEHOLDERS' Co-operative Stores, Limited—they pretty nearly came in one door and out the other; and we never saw the forty stores they were going to open.

* * *

THE FAILURE of the Householders' Co-operative Stores, Limited, demonstrates the obstacles these "consumer" concerns are up against when they attempt to prove the legitimate retailer is securing extortionate profits.



Some typical mountain, forest and lake scenery in British Columbia—Mt. Burgess in the background. This is about 7 miles from Field.

A Government

Advertise in the United States to Get the Tourist Trade That Made Switzerland Every Section of the Dominion Presents toric Spots Emphasized —

THERE is no reason why Canada should not get this year a good percentage of the tourist trade from the United States that formerly went to Europe. With that continent still in a state of turmoil and likely to be for many months, United States tourists are sure to forego their annual continental visits. That Canada presents possibilities unsurpassed, if not unparalleled, to anyone desirous of getting away from the hum-drum of city and business life, is common knowledge to all Canadians, and it remains for our Government to impart the same knowledge to our neighbors to the south. Every year we secure a great many United States visitors, but we should get more this season; if the estimate that tourists from that country spend $400,000,000 on the European continent is anywhere correct, the prospects for getting a substantial percentage of that amount spent in this country are excellent, if we extend the proper invitation.

In last week's issue we tendered a brief suggestion to the Government that this tourist trade be advertised for. Already the Department of Parks under the supervision of the Department of the Interior has issued booklets descriptive of our National Parks and distributed some of them, no doubt, throughout the United States. This is all very well so far as it goes, but this is an extraordinary year. The Government never had a better opportunity to advertise this booklet and get results from it than the present. If this book is not a complete review of Canada's beauty and historis spots, then another ought to be immediately published dealing specifically with the country's attractions, district by distdict—and then it should be advertised.

The "Alps" of America.

That Canada is in a position to offer strong inducements to the tourist is a fact that can easily be demonstrated. If Canada had in the past commercialized the lure of the lofty Rockies as the thrifty Swiss has done with the Alps, the number of tourists visiting the majestic range of mountains that separates British Columbia from the Prairie Provinces, would have been multiplied many times over now.

Canadian and other Americans who have travelled through the mountains of British Columbia are well aware of their wonderful natural beauty. The Rockies have been called the "Alps" of America. As the Alps of Europe have made Switzerland famous the world over, so is there reason to believe that the Canadian "Alps" would help make Canada more famous if they were more widely advertised. As a matter of fact, Switzerland almost subsists on her tourist trade. People who travel have money—else they couldn't travel—and are usually lavish with it. That is the class of tourist that any country appreciates, and it explains why the United States summer traveller spends such huge sums annually in sight seeing.

British Columbia's lakes and big-game hunting opportunities ought to be better advertised. And now that we have so many trans-continental railways traversing the prairies, there is sufficient railway accommodation to easily handle all possible passenger traffic. Particularly in the autumn season do the prairies—before they are shorn of their golden harvest—present a wonderful sight—truly, the Gardens of the Desert, boundless and beautiful.

Many Natural Wonders.

In fact, from the Atlantic seaboard to the ragged and rocky Pacific Coast the Dominion offers a continual succession of natural wonders which cannot be excelled in any part of the globe. What Europe has offered in the way of historic landmarks, Canada can equal with the immense advantages with which nature has endowed her. What could be more beautiful that the highlands of Quebec, what more majestic than the mighty Rockies? The instinct of the explorer is deeply ingrained in every tourist; and Canada offers exceptional opportunities for the gratification of this instinct. A trip into the Peace River country would be a liberal education for the American visitor. It would be too stupendous a task to endeavor to enumerate all the places in Canada which are worth visiting; the Dominion is, in fact, a natural selection for tourists with its endless variety of inducements in the form of natural wonders developed on a colossal scale.

It is quite reasonable to expect that if the United States fishermen—those who appreciate the sensation of the tug of a frisky bass or lunge on the end of a line—knew the fishing lakes of Ontario better, there would be more of them spend their vacations in that province. Ontario's Algonquin Park, the Muskoka and Kawartha Lakes, the Tem-

Opportunity

Tourist Trade That Usually Goes Abroad—Splendid Opportunities — It Was the —Some of Canada's Beauty and His-Advantages to the Dealer.

iskaming district, as well as the fine hunting forests of the north, will certainly bear comparison with anything similar in other countries.

Picturesque Eastern Canada.

There is no finer scenery anywhere than that surrounding the summer resort districts of Quebec. At the present time some of the wealthiest and most prominent of the United States citizens visit that province every year—the great St. Lawrence in itself, with its picturesque beauty, its historic spots and on which stands the ancient capital of the New World, has few equals. The Maritime Provinces are also rich in beauty and from a historical standpoint are equal in importance to Quebec. Therein, too, lies the home of Evangeline, immortalized by Longfellow—a United States poet—the wonderful Annapolis valley, and the finest moose-hunting districts in Canada.

The inducements which Canada has to offer are, as has been intimated, not all of the natural order. No country has a more picturesque or romantic history than ours, and from Halifax to Victoria the land is dotted with places and scenes of the deepest historical interest.

Advantages Over Europe.

The disadvantages, too, of a touring trip through Europe would be missing when the tourist turned his steps towards Canada. The babel of strange tongues, the annoying red tape involved in transit from one small country to another, the constant toll of tips, the worry of passports, the ceaseless hurry from one small place to another and the inconvenience of the extreme heat of the Southern European countries would be eliminated. Instead, the tourist would fare forth into a country with bracing, reviving climate. The tourist would be led into the vastnesses of Nature far away from the annoyances which are an intricate part of every European trip.

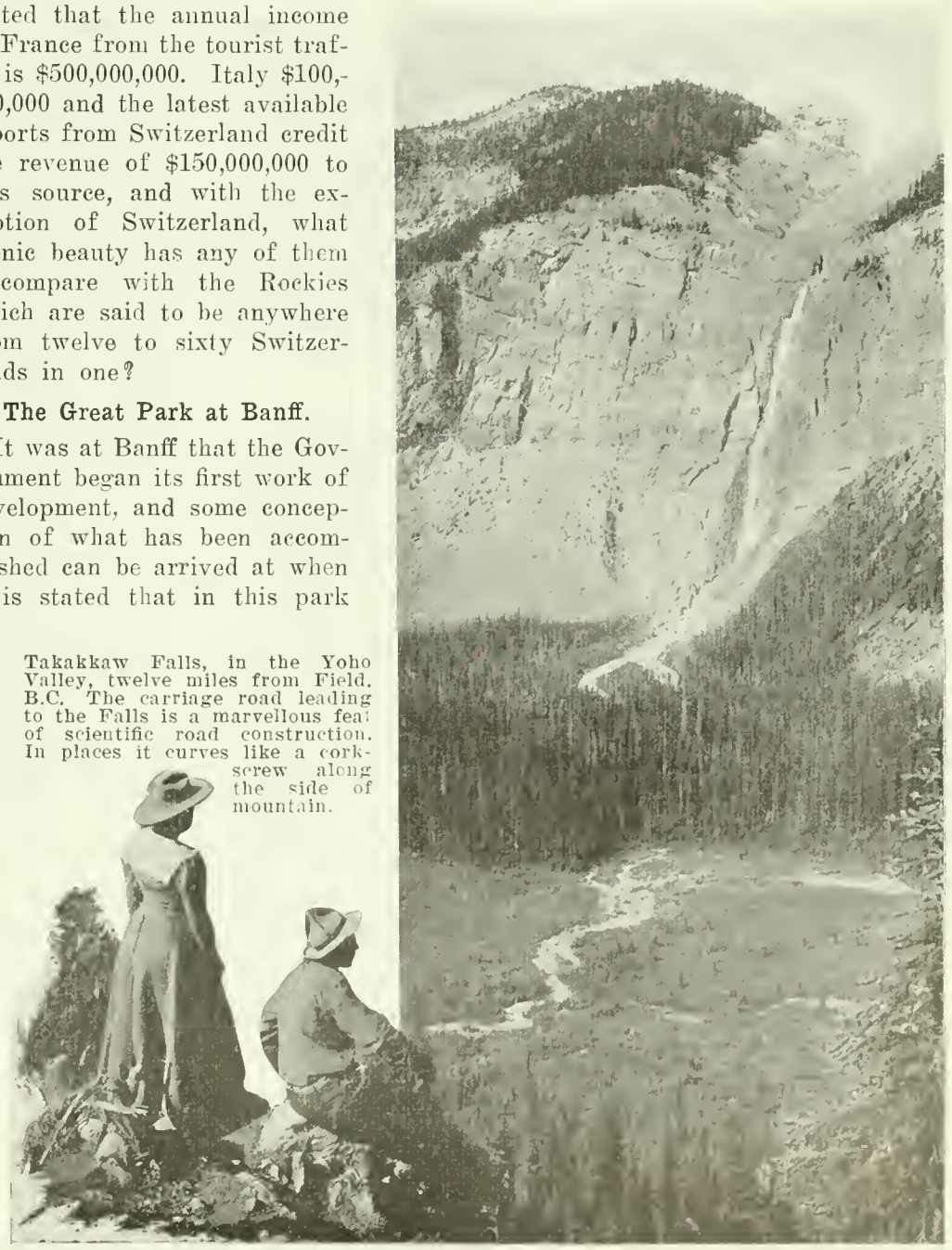
It will be interesting to elaborate on the exceptional inducement which Canada has to offer in her system of National Parks already mentioned. This system is a logical and businesslike method adopted by the Government to convert physical features which could be utilized in scarcely any other way into valuable national assets, drawing a revenue from the wealth of the world. It is now nearly 30 years since the first of these national parks was established and to-day the system takes in between 6,000 and 7,000 square miles, much of which has been made accessible to the tourist. There are eight national parks in the western provinces, and besides these there are three provincial parks, two of which are in Ontario and a third in Quebec. Each year the parks increase in value as additional assets. They are valuable because they are one of the greatest attractions the Continent of America offers the tourist. The tourist traffic is of inestimable value to a country because as someone has said "the tourist comes, then unconsciously becomes an advertising agent—at the same time he takes nothing that makes the country poorer." It is estimated that the annual income of France from the tourist traffic is $500,000,000. Italy $100,000,000 and the latest available reports from Switzerland credit the revenue of $150,000,000 to this source, and with the exception of Switzerland, what scenic beauty has any of them to compare with the Rockies which are said to be anywhere from twelve to sixty Switzerlands in one?

The Great Park at Banff.

It was at Banff that the Government began its first work of development, and some conception of what has been accomplished can be arrived at when it is stated that in this park alone, which by the way is the largest in the system—according to the latest Government report, over ninety miles of carriage roads have been completed, and since that report was issued a great deal more has been accomplished, including automobile roads connecting the parks with outside points. And besides the carriage roads, there are nearly seven hundred miles of pony and foot trails, which by special arrangement with the C. P. R. are built by that company in the parks through which their road runs. And, remember, this is in only one of the National Parks Work is going on in the same ratio in some, though not all of the others; one or two still being merely reservations.

And these parks are attracting hosts of travelers every season. Year after year they come in increasing numbers. Another reference to the commissioner's report will show the proportionate increase in ten years. In 1902 it was estimated that the guests numbered 8,516 at the hotels in the Rocky Mountains Park

(Continued on page 32.)



Takakkaw Falls, in the Yoho Valley, twelve miles from Field, B.C. The carriage road leading to the Falls is a marvellous feat of scientific road construction. In places it curves like a corkscrew along the side of mountain.

A Farm Trade Issue

Synopsis of a Number of the Features Ready and in Preparation for the Annual Spring Sales Number—Actual Methods for Going After Business With the Farmers and Others Will be Presented—Every Article Will be of Practical Character.

THE feature of Canadian Grocer's Annual Spring Sales Number this year will be a series of sales articles demonstrating how some of Canada's live retailers are going after the trade of the farmers.

It will be particularly a "FARM TRADE ISSUE."

The date of publication is April 16, but already our editors are out through the country gathering material first-hand from retail dealers.

HOW SALES ARE CREATED.

Agricultural conditions throughout Canada were never more sound. How could they be otherwise when prices of farm products are so high? The editorial staff have gathered evidence from all parts of the country to substantiate this contention. There are several articles prepared or in the course of preparation demonstrating that the farmers are spending the money among the retail stores where their business is energetically gone after. What is of most importance to the dealer, the actual methods adopted by merchants for getting the interest, the attention and the business of the farmers will be particularly elaborated upon.

The "FARM TRADE NUMBER" will show up in the best light the Selling Power of the Dealer. Facts will be presented explaining exactly how dealers and their clerks have increased sales—how they increase the demands of their customers and raise to them the standard of goods purchased.

Not only will there be many articles on getting after the trade of the farmers but of all classes. The present conditions have tended to bring about new situations in the grocery trade of the country and live dealers everywhere are rising to the occasion to meet these conditions. More attention is being paid to advertising through the newspapers; to the selling power of personal salesmanship and of good window displays; to service in the store and in deliveries; to watching accounts that they do not take the business beyond its depths and to the general atmosphere that pervades the entire store and its reputation. These things will all be featured in the big "FARM TRADE ISSUE" which is the 1915 Annual Spring Sales Number.

From the standpoint of display the issue will be one of the finest ever presented to our readers. Interiors of some of Canada's best stores will be shown —the attention these live men give to interior appearance will be an inspiration to all. Every retailer realizes that goods to be sold must be *shown,* and shown in their most attractive manner, if the maximum benefits from the displays are to be secured. How other grocers do it, will be worth a most careful study.

Since Canadian Grocer was established some 28 years ago, Window Display has been one of its regular features. We have spared no expense in presenting to our readers some of the best grocery displays that have ever been seen behind plate glass — the entire world included. The Spring Number will not be without its usual number of selling trims, gathered from various parts of the country. The display features alone in the big issue will be worth a great deal to every grocer and clerk.

Still another feature will be the presentation of Systems that progressive dealers in every province have established to keep their business at their fingers' end. The entire bookkeeping system of a large merchant will be described and illustrated as well as several ideas and methods for watching accounts, keeping track of invoices, operating cash books, etc. Retailers who are establishing new bookkeeping methods will find the issue a splendid one as a base for their operations.

IDEAS DIRECT FROM MERCHANTS.

All the articles in the "FARM TRADE ISSUE" will be secured first-hand by our own representatives from men in harness. There will be few theoretic effusions on what a merchant should and should not do. Articles will be based on actual experiences —experiences that your fellow-men have tried and found beneficial. It is not of course our intention that everything expressed in the articles will be applicable to every retailer—each man must extract the wheat so far as he is concerned and leave the chaff—and there will be plenty of wheat.

This brief summary demonstrates that the Annual Spring Number will be a bright, practical issue and the credit will go to you who, as retailers, have been instrumental in assisting us to secure sound, practical material and who have been willing to lend a hand to the uplifting of your fellow dealer.

Remember the date—April 16—and the many features.

The Buyer, The Seller and The Money

Get them together and something happens. We call it business. The more buyers, the more sellers, the more money involved, the bigger the business, the wider the prosperity and the better for everybody concerned.

For the last couple of years and particularly the last seven months the farmer has been getting the big share of the money. He is the buyer with the money and business demands that he and his money should be connected up with the seller. If he is shy, all the more need for enterprise on the part of the seller.

The seller we are interested in is the grocer, retail, wholesale and manufacturing, and to institute a campaign on the part of these sellers to get a bigger share of possible business from these buyers-with-the-money will be the object of our

1915 Annual Spring Sales Number 1915

Our editors are in touch with grocers who have made good on such a campaign already. We will guarantee to do our part to interest our readers in this campaign and to supply practical suggestions for carrying it out. *It is for you, the manufacturer, to convince the retailer of the special advantages and selling points of your brands in going after this lucrative trade with new aggressiveness.*

To assist the retailer in his buying and to extend the influence of the advertisements, we have decided to add

A Directory of Grocery Lines, Alphabetically Arranged

in this number. Advertisers will be listed under a suitable number of headings, so as to make this directory as compact and yet as complete as possible.

This new feature will make the Spring Sales Number of permanent interest for reference as well as of immediate interest for Spring Sales suggestions, along 1915 lines.

Write at once reserving your advertisement and securing further particulars of our Directory feature.

ADVERTISING MANAGER,
Canadian Grocer.

Toronto, Feb. 25th, 1915.

Want Freights Boosted

Railways After Somewhat Sweeping Advance in Rates — Foodstuffs Included in the List — Under Consideration by Railway Commission.

THE request of the Canadian railways for increases in freight rates, which seems to have found inspiration in the action taken in the United States in granting a 5 per cent. advance, is likely to prove a further factor in increasing the costs of many commodities to Canadian trade. The advances being asked are of a sweeping character, and would affect not only finished products, but many raw materials.

In a general way, the advances petitioned for by the railroads, and which will be laid before the Railway Commission at Ottawa through the Canadian Freight Association, will cover 2c per hundred pounds on first class and 1c per hundred pounds on fifth class; rates for other classes to be figured on the usual basis, subject to standard mileage class rates as a maximum.

In addition, however, there are important changes asked covering increases in many commodity rates as follows:—

Coal, Minerals, Pulpwood, etc.

Coal and coke, 10c per ton.

Sand, gravel and crushed stone (except stone for fluxing), 5c per ton.

Billets, pig iron, wire rods, rails, crop ends, ferro silicon, iron ore concentrates, crude oxide of iron, mill cinder.

Present Rate.	Proposed advance.
$1.49 per ton, or lower.	5c
$1.50 per ton to $2.49	10c
$2.50 per ton to $3.49	15c
$3.50 per ton to $4.49	20c
$4.50 per ton to $5.49	25c
$5.50 per ton to $6.49	30c

Pulpwood, cordwood, paving blocks, logs, stone, artificial stone.

Present Rate.	Proposed advance.
7½c or lower	¼c
Over	
7½c, but not exceeding 12½c	½c
12½c, but not exceeding 17½c	¾c
17½c, but not exceeding 22½c	1c
22½c, but not exceeding 27½c	1¼c

Iron and Steel Products, etc., etc., etc.

Alum, tan bark ,stone dust, cooperage stock, gypsum rock, shafts, magnesite, final molasses, salt, drain tile, wire fencing, wrapping paper, cores, China clay, beer packages, charcoal, nitre cake, hubs, spokes, mica scrap, pitch, salt cake, potatoes, wire netting, sulphur, in packages, cement, petroleum coke, grinding pebbles, rims, lime, lumber and forest products, rags, slag, wrapping paper, woodpulp, articles of iron and steel manufacture, C.L.:

Present Rate.	Proposed advance.
15c or lower	½c
Over	
15c, but not exceeding 25c	1c
25c, but not exceeding 35c	1½c
35c, but not exceeding 45c	2c

In connection with iron and steel articles, it is proposed to advance the L.C.L. rates to the proposed fourth class rates.

Liquids, Rice, Bottles, Cans, etc.

Wood alcohol, excelsior, petroleum, marble, tar, ale and beer, gas liquor, rice and rice flour, C.L. sludge, tin cans, glass bottles, granite, green hides, sulphur, in bulk, metal shingles and sidings:

Present Rate.	Proposed advance.
25c or lower	1c
Over	
25c, but not exceeding 35c	1½c
35c, but not exceeding 45c	2c

Grain and grain products, flaxseed and beans:

Present Rate.	Proposed advance.
7½c or lower	½c
Over	
7½c, but not exceeding 12½c	1c
12½c, but not exceeding 17½c	1½c
17½c	2c

Grain and Grain Products.

Rates on grain and grain products from Fort William, "all rail" and "lake and rail"; also from Bay ports to Montreal, will be advanced 1c per 100 lbs. Rates from Fort William and Bay ports, and Ontario points to points in the Maritime Provinces, will be advaneed 1c per 100 lbs., plus the difference in the present and proposed arbitraries east of Montreal.

Canned Goods and Cheese.

Proposed advance in rates on eanned goods—To Montreal and Ottawa, 1½c to 2½c per 100 lbs. Points in the Maritime Provinces being figured by adding established arbitraries to the Montreal rate.

Cheese.—Rates on this eommodity to Montreal have been advanced 2c per 100 lbs., but not higher than the fourth class rates, which basis already applies from a very large territory.

Live Stock and Binder Twine .

Proposed to advance the present rates on live stock from 1c to 2c per 100 lbs.; also corresponding advance is proposed in the rates on live stock to Buffalo, N.Y., and United States generally.

Rates on binder twine from Welland, Ont., will be advanced from 1c to 4c per 100 lbs., to correspond with similar advances made from twine factory points in the United States.

Sewer Pope and Miscellaneous.

Sewer pipe as follows, viz.:—Where present rate is 7½c or lower, 1c per 100 lbs.; where present rate is over 7½c, 1½c per 100 lbs.

Proposed to advance rates on dry earth paints from Argalls, Champlain, and Red Mill, Que., to the tenth class rates.

Proposed to advance rates on the following commodities to correspond with the advance made in the fifth class rates, viz., paper, starch and glucose.

It is proposed to place acids on the 7th class basis.

Some commodities, such as confectionery, corn oil, cotton piece goods, stoneware, gin, lard compound, leather and soap will be advanced to classifieation basis.

On certain commodities, such as fertilizers, ore, stone for fluxing, sugar beets, beet pulp, etc., no advance has been proposed.

EXHIBITION AS USUAL.

The two International Exhibitions and Markets appealing to a large proportion of the food distributors of the world will be held at the Royal Agricultural Hall, London, England, during September next. The one dealing with the bakery, confectionery and their allied trades will be held from September 4th to 11th, the other dealing with grocery, provisions, etc., will be held from September 18th to 24th. The number of interested traders from across the seas who visit these exhibitions annually increases and the men behind think there is every indication of this increase continuing.

In the event of any member of the trade outside the United Kingdom wishing for a copy of the official eatalogue one will be sent free of cost on application.

TARIFF ON CORN SYRUP.

In the table given in last week's issue showing the old and the new tariff, the general tariff on eorn syrup was given as 62½ cents per gallon. While this is the rate given in the customs book in our possession, we have since found it to be erroneous. The correct rate was 62½ eents per hundred pounds, the new tariff therefore being 62½ cents per hundred plus 7½ per cent. ad valorem.

To Make Fish Better Known

Objects of the New Canadian Fisheries Association Formed Last Week—Better Transportation Facilities Wanted—Minister of Marine and Fisheries Fully Interested.

Montreal, Feb. 25—(Special).—The Canadian Fisheries Association, which held its first meeting in Ottawa last week, came into being under happy auspices. D. A. Byrne, of this city, is the first president. At the banquet held at the Chateau Laurier in the evening, Hon. Mr. Hazen, Minister of Marine and Fisheries, was present, and several members of parliament representing constituencies where fishing is one of the chief industries.

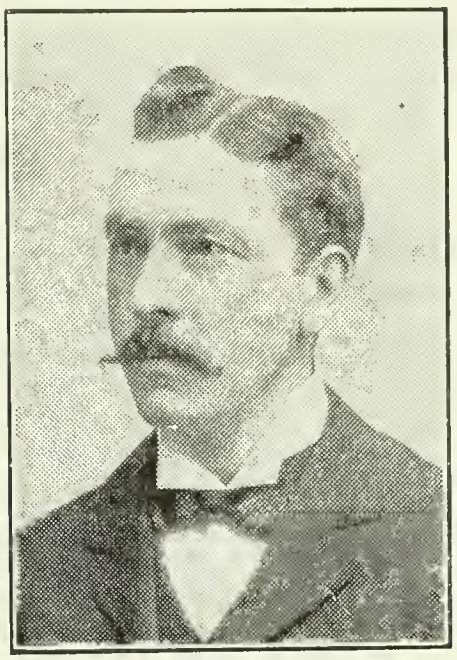
Mr. Hazen referred to the importance of the industry, and the good work that could be done by an association such as this, composed as it was of practical men closely connected with the work, and having large interests in it. The association, he said, had his hearty approval and unqualified support. He wished them every success, and placed at their service the officials of his department. He was anxious to work in harmony with the association, whose aims and objects were the greater development of the fishing industry, which he believed was one of Canada's most important assets.

Among the important committees appointed was the transportation committee. Unless the industry has the best means of transportation, it would be difficult for them to put fish into the distributing centres with the best possible refrigerator service, thus retaining the freshness of the fish. To show the importance attached to this and of the association's work, it was merely necessary to state that among those present were several prominent men in the transportation business, including D. R. Hayes of the I.C.R., Mr. Walsh of the Dominion Express Co., Toronto, and V. G. R. Vickers, another express company man.

One of the first objects of the association is to start an educational campaign and acquaint the Canadian public with the value of fish as a food, and as a substitute for meats, poultry, and other high price foods. Another object of the association is to educate the fishermen and producers in the use of modern methods of taking care of stock with a view to marketing it.

A publicity committee was also formed for the purpose of putting reports of the various meetings in pamphlet form, and preparing literature for distribution where it will do the most good, on such subjects as the food value of fish, its low comparative cost, etc.

The question was brought up at the convention whether an advertising campaign should be run similar to that run by the Government last fall in connection with apples. This matter will be brought up and dealt with at future meetings.



D. A. BYRNE, Montreal,
Elected president of the new Canadian Fisheries Association.

LOOKS LIKE FIRMER MOLASSES.

The following circulation from a shipper of molasses in the Barbadoes, B. W. I., will be of interest to importers in Canada:

"We beg to advise that owing to changed conditions it has been found necessary for shippers of molasses to come to the following agreement with regard to the sale of the article, which we hope will be also satisfactory to buyers on your side, viz.:

(A) From this date, all market quotations will be "free on board" vessel, Barbadoes, and all sales will be made on that basis, except in the case of "cost and freight" offers being required. No sales will be made in the future on a "first cost" basis.

(B) The cost of all small packages, whether required for the usual small stowage for sailing vessels, or otherwise, will be as follows:—

Tierces or hogsheads 2c per gln. extra.
Barrels 3c per gln. extra

to be added to the "F.O.B." cost of puncheons, package inclusive. The increase in the price of brls. has been found necessary owing to enhanced cost of material.

(C) Purchases of molasses will be carried here, for buyers' account, for two months from date of purchase, free of extra charge, but after that time, interest at the rate of 6 per cent. per annum, will be added, and charged in the invoices for such shipments.

(D) During the war, the cost of extra insurance to cover "war risk" will, in all cases, be for buyer's account, and, unless otherwise arranged, will be added and included in the invoice cost of shipments."

STAMPS ON WINES.

Montreal, Feb. 24.—Some doubt exists in the minds of retailers who carry wines as to the date on which they will be expected to stamp their bottles. The Inland Revenue Department states that the time for stamping wines is right now. Official notices appeared in the newspapers last week as follows:—

WAR TAX ON WINE
Domestic and Imported.

Wholesale and retail dealers, hotel and saloon keepers, agents, etc., are hereby notified to at once take stock of all wines in their possession and immediately purchase and forthwith affix and cancel war stamp to all packages, bottles, barrels, etc.

Manufacturers or producers must conform to the law as provided.

Failure to comply in any respect renders liable to a penalty of $250.

Stamps may be obtained from Alfred Lefebvre, Valleyfield; F. X. St. Michael, St. Jerome, or at the Inland Revenue Office, Montreal.

Dealers in country places make requisitions through their local postmasters, who will be supplied on application to, etc., etc.

Dealers are expected to affix 5c. stamps on bottles containing quart or less of non-sparkling wine, and 25c stamps on every pint of sparkling wine. They are expected to ascertain the quantity in barrels, and stamp them accordingly. Wholesalers were employed last week stamping their stocks, so that retailers will not require to stamp wines purchased from now on. All wines now in bond will be stamped before delivery is made.

The fine for those carrying wines not stamped is $250. It is likely that the authorities will allow a few days for purchasing stamps, but as ignorance does not count in law, and as the trade has been notified it will not pay dealers to take chances.

Letters to the Editor

HAMILTON INTERESTED IN FAILURE.

Branch of Householders' Co-operative Stores in That City—One Wholesaler Selling Them.

Editor Canadian Grocer.—We have to report this week the failure of another co-operative concern here. From time to time, for the last fifty years, Hamilton has been selected as a very desirable site for establishing these concerns, for what reason is unknown, unless the people of the Ambitious City are very easily influenced. There seem to be enough people here to swallow the bait every time a new one starts, taking enough five-dollar membership tickets or shares to keep the thing afloat for a short time.

This last one was affiliated with the Householders' Co-operative Stores of Toronto, which have gone down in a bunch. Needless to say, these stores are a great disturbance to retail trade. Their failure from time to time is even worse than if they should succeed. Stocks are thrown on the market, their customers are disgruntled, and much more trouble arises than over the failure of a half-a-dozen regular business people.

One of our leading wholesale grocers has issued a writ against this last Toronto co-operative concern. It is needless to remark that the retailers here were disagreeably surprised when they found out that Hamilton had been supplying them. Knowing that the Toronto wholesalers had refused the business and had given fair reasons for doing so, we were astounded to think any local house would take them under their wing.

RETAILER.

Hamilton, Ont.

WINDING-UP ORDER.

Toronto, Feb. 25.—At a meeting at Osgoode Hall on Monday, the affairs of the National Railway Association were again discussed. It will be remembered this was a co-operative concern that went into liquidation last fall, but it was then decided to carry on the business for a time. It does not appear that the business has since flourished, and the master gave an order for the winding up of the entire business. One of the co-operative men, armed with a copy of Canadian Grocer, in somewhat vindictive language complained that through spite we pleaded the cause of the private trader, and it was the private trader who had helped the downfall of the National Railway Association. Canadian Grocer, of course, entertains no spite against this concern, and never did, but we have always taken the ground that the retailer was the logical medium in reaching the greatest bulk of the consuming public, and that he should be energetically supported.

An order was also made to examine the books of the association to see what became of the money; and the status of those shareholders who paid in their money in the expectation of getting stores in their districts which never came, will also likely be considered.

One of those present at the enquiry was E. M. Trowern, of the R.M.A. E. J. Cartner, of Kenora, is a member of the enquiry committee, and he has instructed Mr. Trowern to act for him to get all the information possible.

GROCERS IN BOARDS OF TRADE.

Canadian Grocer has already announced that several members of the grocery trade have become associated this year with the various Boards of Trade. The following is an additional list:—M. K. Heap, vice-president of the Kenora Board; W. G. Cameron, to the Council of the Kenora Board; G. H. Thompson, president of the Oil Springs, Ont., Board; W. J. Griffin, to the Council of the Oil Springs, Ont., Board; Robt. McCall, to the Council of the Kamloops, B.C., Board; John Sloan, to the Council of the Galt, Ont., Board; Jos. Picard, president of the Quebec, Que., Board; James Strathdee, to the Council of the Regina, Sask., Board; H. G. Smith, to the Council of the Regina, Sask., Board; and C. T. Woodside, to the Council of the Saskatoon, Sask., Board.

CANADIAN GROCER NOT DISCONTINUED.

MacLean Publishing Co.

Dear Sir—Some time last week I received a letter from you saying that my subscription to Canadian Groeer was to be discontinued by me. This is the first I have heard of it, as it is half the store to me and have been reading it for 12 years. The only way that I ean account for it is that I was taking the ——— and I told the mail man that my subscription ran out last month and I did not want it any longer, and he was to return it, and he may have refused Canadian Groeer in mistake.

Be sure to send the paper, and I would be pleased if you would let me know where I ean get one of the pens for using in writing show-cards.

Yours very truly,

ARCHIE STERLING,

Chatham, Ont.

188 *Park St.*

A GOVERNMENT OPPORTUNITY.

(Continued from page 27.)

alone; in 1912, these same hotels entertained 73,725, an increase of 65,000 in ten years and 10,000 in one year. A railway official who is in a position to know, says that this estimate is too low, and that if an actual count were taken, the number of visitors at Banff alone last year would come nearer 125,000, but the writer has been unable to find figures to verify this.

Strange as it may seem, the percentage of Canadian travel through the mountains is small compared to that of the American, while it is the favorite route for the around-the-world tourist.

Since this year we have been celebrating the hundred years of peace between Canada and the United States, all historic points of interest would form a prominent part of any booklet the government might issue. In short there are wonderful opportunities for this country in the matter of attracting tourists and those who want to get back to the simple life for a month or two. And now is the time to act if ever.

Great Benefit to Merchants

From the standpoint of the grocery trade and, in fact, practically every trade, three or four thousand extra visitors who spend three or four thousand dollars each on a single trip, would mean a great deal. The grocery dealer would be one of the first to benefit; and if he secures extra benefit, the advantages would reflect back to the wholesaler, the manufacturer and the Canadian workmen. The grocer would reap a double benefit. Sales of grocers so situated that they would help feed the visitors would be appreciably increased, and because of the large number of guides necessary to direct the visitors there would be several thousand less unemployed throughout the country.

It would appear therefore, that a strong advertising campaign in national mediums in the United States telling the people there of our natural beauty and historic points of interest, would result in general good from the Atlantic to the Pacific.

The Clerks' Page

EASY EVEN FOR SCHOOL BOYS.

Editor Clerks' Page: Re mathematical question in last week's issue re sale of oranges. Any small school boy should give an answer to this by mental arithmetic. 30 + 30 oranges = 5 doz., and at 20 and 30c a doz. the average is 25c; 5 doz. at 25c = $1.25. 60 oranges = 5 doz., and at 5 for 10c = 24c per doz. 5 doz. at 24c = $1.20, a difference of 5c.

A CLERK.

Berlin, Ont.

* * *

CORRECT AGAIN.

Editor Clerks' Page: Below you will find my answer to your problem:

When sold first, 30 oranges at 3 for 5c equals 50c; 30 oranges at 2 for 5c equals 75c. Total $1.25.

When sold in second instance, 60 oranges at 5 for 10c or 2c each. Total $1.20.

To account for the difference of 5c: Oranges at 3 for 5c = 1 2-3c or 1 4-6c each; oranges at 2 for 5c = 2½c or 2 3-6c each. Average price (1 4-6 + 2 3-6) ÷ 2 = 4 1-6 ÷ 2 = 2 1-12c. Aver- price on first transaction, 2 1-12c per orange; average price on second transaction, 2c per orange. Difference on 1 orange is 1-12c. Difference on 60 oranges is 60 × 1-12 = 5c. Hence the extra 5c.

ARTHUR NORRINGTON.

Milton, Ont.

* * *

FIGURING BY THE DOZEN.

Editor Clerks' Page:

30 oranges at 3 for 5c equals 50c.
30 oranges at 2 for 5c equals 75c.
60 oranges equal $1.25, or 25c doz.
Oranges at 5 for 10c equal 24c doz.
5 doz. at 24c equals $1.20.
The difference is 5 cents.

N. FINK.

Mattawa, Ont.

* * *

A STUDENT OF LATIN.

Editor Clerks' Page: My answer to your question on page 33 is:

On first day 30 oranges are sold at 3 for 5 cents and 30 at 2 for 5 cents. Average price for each orange $\left(\frac{5}{3}+\frac{5}{2}\right)\div 2$ cts. which on clearing of fractions is 2 1-12 cents.

On second day, 60 oranges are sold at 5 for 10 cents. Average price for each orange is 2 cents, therefore on first day he gets 1-12 of a cent more as a net gain on each orange.

If on 1 orange he gains 1-12 cents, therefore on 60 oranges he will gain $\frac{60}{12}$ cents, or 5 cents.

The five cents disappear on the second day because each orange is 1-12 of a cent less than on the first, which multipled by 60 gives 5 cents. "Quod erat demonstrandum."

V. K. J.

Gananoque, Ont.

* * *

A NEW WAY OF FIGURING.

Editor Clerks' Page, Canadian Grocer: Re problem in Grocer of Feb. 12. The second day, every time a sale is made, 3 oranges which were sold the day before at 3 for 5c, and 2 oranges that were sold at 2 for 5c, are sold at 5 for 10c. Therefore when 10 sales are made there are 10 oranges left which were sold the day before at 2 for 5 cents, equals 25c. But now they are sold at 5 for 10c = 20c.

Thus the difference of 5 cents.

E. Mac. M. E.

* * *

CORRECT BOTH WAYS.

Editor Clerks' Page.—Re your orange arithmetical problem:

A sells his 30 oranges at 3 for 5c, or an average of 1 2-3c each.

B sells his 30 oranges at 2 for 5c, or an average of 2½c each.

If A sells 1 orange for 1 2-3c, and B sells 1 orange for 2½c, then together they have sold 2 oranges for 4 1-6c, or an average of 2 1-12 cents per orange. Therefore 60 oranges at 2 1-12c each = $1.25.

The next day the 60 oranges are sold at 5 for 10c, or at the rate of 2c each; 60 oranges at 2c each = $1.20.

The first day the two boys sell the oranges at an average of 2 1-12c each, the second day one sells them at an average of 2c each, hence the difference of the 5c.

To some it might appear that if A sells 3 oranges for 5c, and B sells 2 oranges for 5c, together they have sold 5 oranges for 10c, or an average of 2c for each orange; this is quite correct, but the trouble is they cannot maintain this average. When they have made ten sales each, A at 3 for 5 and B at 2 for 5, A will have sold his 30 oranges, but B will only have sold 20, having 10 more to sell. They have now sold 50 oranges. A sold 30 at 3 for 5 = 50c. B, 20 at 2 for 5 = 50c—total $1.00—an average of 2c per orange. B now sells his remaining 10 at 2 for 5 = 25c, an average of 2½c each, making total amount $1.25. The last 10 oranges that B sells make the difference of 5c his average not being reduced as in his former ten sales.

G. E. G.

Bayfield, Ont.

* * *

MORE ACCURATE FIGURING.

Editor Clerks' Page.—I am sending an answer to the question on the clerks' page of Canadian Grocer.

In the first case, 30 oranges sell for 3 for 5 = $\frac{5}{3}$ cents each. 30 oranges sell for 2 for 5 cents = $\frac{5}{2}$ cents each.

The average is 2 1-12c as shown here- with: $\frac{5}{3}+\frac{5}{2}=\frac{25}{6}\times\frac{1}{2}=\frac{25}{12}=2\ 1\text{-}12$c.

In the second case 60 oranges sell for 5 for 10c, which is 2 cents each, so difference is 2 1-12—2 = 1-12 cents.

1-12 cents is difference on 1 orange: on 60 oranges difference is 5 × 1 = 5c.

D. MUNRO.

Wroxeter, Ont.

* * *

CAN'T FOOL THE BOOKKEEPER.

Editor Clerks' Page.—If a bookkeeper may be allowed to answer the problem propounded for retail clerks, in your issue of the 12th inst., the loss of the five cents will be found to be due to the difference in the average price per orange, received on the two different days. On the first day, selling 30 oranges at two for five cents and a like quantity at three for five cents, brings an average selling price of 2 1-12 cents each, while on the second day, selling at five for ten cents, brings only 2 cents each, making a loss of five cents on 60 oranges.

BOOKKEEPER.

Peterborough, Ont.

ANOTHER GOOD MATHEMATICIAN.

Editor Clerks' Page: Here is the solution of your problem in Canadian Grocer on the clerks' page. It is as follows:

1st day A sells 1 orange for 1 2-3c, and B sells 1 orange for 2 1-2. 1st day A and B sell 2 oranges for 4 1-6c, or 2 1-12c each.

2nd day B sells 1 orange for 2c; difference in selling price of 1 orange equals 2—2 1-12=1-12c; difference in selling price of 60 oranges is 60 times 1-12 equals 5c.

CLERK.

Bouck's Hill, Ont.

* * *

"ANCIENT ROMAN" IS RIGHT.

Editor Clerks' Page,—I figure your orange question as follows:—

First day—30 oranges 3 for 5....	.50
30 oranges 2 for 5....	.75
	$1.25
Second day—60 oranges 5 for 10	$1.20

The two sell thus for 2 1-12 cents each and No. 3 only sells his for 2c each.

ANCIENT ROMAN,

Brantford, Ont.

* * *

SOUND ARITHMETIC.

Editor Clerk's Page.—Re the orange problem, the grocer gives 60 oranges to two boys each getting 30. They sell them and get $1.25 and next day one sells them all at 10c for 5 and he only gets $1.20.

Three oranges for 5c = 1 orange for 1 2-3c.

Two oranges for 5c = 1 orange for 2½ cents.

Therefore, selling price of 2 oranges would be 4 1-6c.

Therefore, cost of 1 orange would be 2 1-12c.

Next day 5 oranges are sold for 10c or 1 orange for 2c.

Therefore the grocer gets 2 1-12c—2c =1-12c less on 1 orange and 5c less on 60 oranges.

Alliston, Ont.

GEO. PATTERSON.

* * *

SALARY AND ORANGE PROBLEM.

Editor Clerks' Page,—Re the salary question.—If both men are paid on equal time, that is if the raise in wages begins only after they have worked each their full year at $500, the situation is reversed and instead of the one getting a $50 raise every six months getting more, it is the other with the $200 year end raise who gets the $50 more per year.

About the 5c on the oranges; the first day the boys got $1.25 for their 60 oranges because selling them half at 3 for 5c and half at 2 for 5 averages 25c doz., whereas the next day only one boy had to sell them, and giving them at 5 for 10c he got only 24c doz. Hence having 60 oranges or 5 doz. he was 5c short the $1.25, receiving only $1.20.

JOHN MAREL.

Sturgeon Falls, Ont.

John is not correct as regards the salaries. If the raise began after they had been working a year by the end of the third year they would each have received an equal amount, viz., $2,000, and thenceforward A would still be $50 a year better off.—Ed.

* * *

KNOWS HIS FRACTIONS WELL.

Editor Clerks' Page.—I wish to offer you my solution to the problem in Feb. 12 issue of Canadian Grocer.

First day one boy sells 30 oranges at 3 for 5c, which is 1 orange for $\frac{5}{3}=1\frac{2}{3}$c.

The other boy sells 30 oranges at 2 for 5c or 1 orange for $\frac{5}{2}=2\frac{1}{2}$c.

The 2 boys receive 1 2-3 + 2½c. for 2 oranges $=\frac{5}{3}+\frac{5}{2}$ or $\frac{10}{6}+\frac{15}{6}=\frac{25}{6}$.

For 2 oranges they receive $\frac{25}{6}$c.

For 1 orange they receive $\frac{25}{6\times2}=\frac{25}{12}$

$1\frac{1}{12}$.

Second day new boy sells 5 oranges for 10c.

Second day new boy sells 1 orange for $\frac{10}{5}=2$c.

Loss on 1 orange is $2-\frac{12}{12}=2-1=\frac{1}{12}$ c.

Loss on 60 oranges is $\frac{1\times60}{12}=5$c.

Alton, Ont. HERB STOREY.

* * *

ANSWER FROM THE FAR EAST.

Editor Clerks' Page,—In reply to your arithmetical problem in last week's Canadian Grocer, I wish to submit the following solution:

30 oranges at 3 for .05 = ten 5c sales	$ .50
30 oranges at 2 for .05 = fifteen 5c sales	.75
Total	$1.25
60 oranges at 5 for 10c = twelve 10c sales	1.20
Loss	.05

If the boy was given 30 of the 3 for 5s and 20 of the 2 for 5's he would have realized the same amount no matter if he sold the 30 at 3 for 5, and the 20 at 2 for 5, or the lot at 5 for 10 cents.

30 at 3 for 5 = ten 5c sale	$ .50
20 at 2 for 5 = ten 5c sales	.50
Total	$1.00

30 + 20 = 50 at 5 for 10 = ten 10c sales = $1.00. Now it is readily seen that the loss is due to selling 10 of the 2 for 5's at 5 for 10 cents.

10 oranges at 2 for .05 = five 5c sales	$ .25
10 oranges at 5 for .10 = two 10c sales	.20
Loss	.05

Retail Clerk.—W. E. F.

Dartmouth, N.S.

* * *

MORE SOLD AT THREE FOR FIVE

Editor Clerks' Page.—What becomes of 5 cents:

First boy sells 30 oranges at 3 for 5 cents	$ .50
Second boy sells 30 oranges at 2 for 5c..	.75
Total	$1.25

On the second day the one boy sells same amount at 5 for 10c.

2-5 of 60 oranges at 2 for 5c....	$ .60
3-5 of 60 oranges at 3 for 5c.....	.60
Total	$1.20

There is a loss of 5c the second day for he sells more than half of them at 3 for 5c.

H. G. R.

Brougham, Ontario.

* * *

DIVIDES THEM INTO LOTS.

Editor Clerks' Page,—My solution of your problem is as follows:

First Day.—One boy's oranges were divided into lots of three each, or 10 lots at 5 cents a lot. The other boy's oranges were divided into lots of four each or 15 lots at 5 cents a lot. Both would have 25 lots at 5 cents, which is $1.25.

On the second day the oranges were divided into 12 lots of five each, or 12 lots of three each, and 12 lots of two each, 24 lots in all at 5 cents a lot, which would be $1.20 or 5 cents less than previous day.

WESLEY DOULL.

New Glasgow, N.S.

* * *

EFFECTIVE REASONING

Editor Clerks' Page.—Re five-cent orange problem in your issue of Feb. 12.

One boy sells oranges at 2 for 5, or 1 2-3 each.

One boy sells oranges for 2 for 5, or 2½ each.

A total of 4 1-6 cents, which is an average price of 2 1-12 each, so that 60 oranges at 2 1-12 equals $1.25.

In the second instance, one boy sells 60 oranges at 5 for 10c, or 2c each, which makes $1.20. The difference of 5 cents is found in the difference of the two selling prices, viz., 2 cents each, and 2 1-12 cents each for 60 oranges.

Elbow, Sask. P. M. M.

Current News

Quebec and Maritime Provinces.

J. & C. Mady, general merchants, Farnham, Que., have registered.

St. Jerome Canning, Limited, St. Jerome, Que., has registered.

John Alban & Co., wholesale and retail grocers, Montreal, have registered.

L. W. Chaput Frere & Cie, groeers and liquor dealers, Montreal, have registered.

The merchants of Chatham, N.B., are discussing the organization of a retail merchants' league.

H. V. Raymond and Wm. McLeod, grocers, Sydney, C.B., have dissolved partnership, Mr. Raymond continuing.

The Canadian Sardine Company, of Chameook, N.B., has sold its plant, which cost nearly a million dollars, to Laing, Libby & Co., of Boston, at private sale. The new firm will ereet a eold storage plant in connection with the present big outfit, and will carry on the fish business in all its branches.

A St. John, N.B., despateh says that since being organized there, the retailers banded together have already wrought considerable reform in the way of mutual betterment. Not the least important step which they have taken in this eonnection was their endeavor to stop all selling by wholesale houses to the consumers direct at wholesale priees. The result of their efforts was seen this week when at a meeting of the Wholesalers' Guild the matter was dealt with and strict resolutions passed that no sueh privileges be extended to anyone exeept retailers.

Ontario.

W. J. Philpott, grocer, Toronto, has sold to W. J. Caven.

Geo. Boyle, groeer, London, Ont., has sold to F. G. Sankey.

Mrs. S. Hedrick, grocer, Elmira, Ont., has sold to I. E. Snider.

John Sloan, a Galt, Ont., grocer, was a visitor in Toronto on Tuesday.

E. A. Kennedy, groeer, Cornwall, Ont., is succeeded by Gordon Vanee.

T. H. Willoughly, a baker in Aylmer, Ont., is opening a grocery store there.

W. E. Braund, a general merchant, Smith's Falls, died last week suddenly.

J. K. Whitelaw has disposed of his groeery business in Arnprior, Ont., to Lamourie Bros.

J. J. Rutherford, general merehant, Bolton, Ont., has sold to W. B. Gardiner & Son of Meadowvale; possession Mareh 1st.

The Dominion Canners, Limited, Hamilton, Ont., will hold their annual meeting in the head offices of the company at 11 o'clock on Wednesday, Mareh 3.

Messrs. Wadell & Co., 87 Ross street, St. Thomas, Ont., have removed their business to new premises reeently ereeted by them on the eorner of Ross and Baines streets.

Congratulations were in order on Monday last to W. G. Hinton, Toronto representative of Wagstaffes, Limited, who on that day eelebrated his tenth wedding anniversary.

Sir Geo. E. Foster told a deputation of jam manufaeturers at Ottawa last week that he would assist them in every way possible to secure orders from the British Government.

At a reeent smoker and euehre held by the Ottawa Retail Grocers' Association, addresses were given by Henry Watters, Controller J. W. Nelson, Thomas Crown, George Booth, Arthur Johnson and W. J. Corby. The first euehre prize was won by M. C. Aubin, D. K. McIntosh was second.

About 40 members have joined the Retail Merchants' Association in Brockville, Ont. Cornwall and Cardinal merehants are also getting together, and this week meetings are being held in Preseott, Morrisburg and Ottawa. Erie C. Jamieson and J. C. Doyle, R. M. A. organizers, are engaged in the work in Eastern Ontario.

Ed. Hazel, of Hazel & Dawson, groeers, Hamilton, Ont., was married on Monday last in Merriton, Ont., to Miss Thompson. Mr. Hazel is a member of the Retail Grocers' Association in Hamilton, and is a past president of that organization, besides being a member of the executive of the Ontario Grocers' Section of the Retail Merehants' Asso- eiation.

C. H. Wilson, a local traveller for the Pure Gold Manufacturing Co., Toronto, died suddenly on Monday. Mr. Wilson was familiarly known among the trade as "Crom," and had been a salesman with the Pure Gold firm for 27 years. His many friends in the trade in Toronto will regret his sudden passing. The funeral was held on Wednesday, and the Pure Gold Manufacturing Co. elosed their plant in honor of his memory.

The Retail Grocers' Assoeiation of London, Ont., held a sueeessful progressive euehre party and danee in their new hall over the Imperial Bank last week. The rooms are admirably laid out for sueh an oeeasion. Besides the large main hall, with hardwood floors, there are two large anterooms and a kitehen. A large number of groeers and their wives took part in the progressive euehre while others preferred to trip the light fantastie and enjoyed every moment of it. Luneh was served at eleven o'clock. During the intermission Vincent Colgan and E. J. Ryan sang solos and were heartily encored. The winners at eards were Miss Boyee and H. Fountaine. This is the first time the grocers invited the ladies to any of their functions, but it will not likely be the last. Mayor Stevenson was present and presented the prizes. The committee who made the affair a suecess was President Adam Palmer, Geo. H. Ellis, J. W. Eedy, Geo. Ecclestone, J. A. McFarlane, G. B. Drake, Alf. Carr, Harry Ranahan and Secretary Harry Harley. The musie was supplied by Tony Vitas' orchestra.

Western Canada.

The Hedley Shaw Milling Co.'s mill at Moose Jaw, Sask., has begun operations.

Husson Bros., general merehants, Young, Sask., are sueceeded by Husson & Newton.

A number of Moose Jaw, Sask., merchants are diseussing the question of a weekly half holiday.

The Hillcrest Co-operative Association, Hillcrest Mines, Alta., has disposed of its stock through the Canadian Credit Mens' Trust Association.

The staff of F. R. McMillan's department store, Saskatoon, Sask., held a social event recently which took the form of a danee.

The business, stock and property of the Star store, Ledue, Alta., has been bought by J. A. McConnell, of Edmonton, from Mullen & Reid.

Tea Highest in Years

On Colombo Market Prices Show Remarkable Increase — Cocoa Firmer — One Concern Advanced Prices—Prunes Very Hard to Get—Shelled Walnuts Higher.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Bran and shorts up $1.
Manitoba flour firm.
Ontario flour quiet.
Rolled oats still at $3.50.

PRODUCE AND PROVISIONS—
Live fowls costing more.
Barrelled pork prices higher.
Creamery up to 34c.
Egg market easier.
Cheese quotations the same.

FRUIT AND VEGETABLES—
Tomatoes hard to get.
American Brussels sprouts now.
Leeks are scarce; up to $3.50.
Pineapples getting scarce.

FISH AND OYSTERS—
Herrings scarce; up to $2.75.
Lobsters bringing 30c.
Salt and pickled lines moving.
Three fish days this week.

GENERAL GROCERIES—
Fancy rices down.
Bean prices still easier.
Molasses advance 2c per gallon.
Sugar market firmer.
Good business still in tea.
Nearly all dried fruits firm.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Flour easier.
Barley firm.
Export business quiet.
Oats still strong.

PRODUCE AND PROVISIONS—
Cheese very firm.
Butter easier.
Demand for lower grades.
American eggs selling.
Hogs lower.

FISH AND OYSTERS—
Lent begins.
Lobster is lower.
Ciscoes going well.
Weather a deterrent.

FRUIT AND VEGETABLES—
Bitter oranges done.
Tomatoes scarce.
Pineapples higher.
Potatoes easier.

GENERAL GROCERIES—
Tea 'way up.
Prunes very scarce.
Rice is firm.
Cocoa advanced.
Shelled walnuts higher.

QUEBEC MARKETS .

Montreal, Feb. 25.—Business has slacked off considerably with the approach of the end of the month. March should open up well, and things are expected to bear a brighter complexion as spring advances nearer. An importer remarked this week that business was moving smoothly, as the trade had never bought heavily since the war, and as they were compelled to carry stocks, business was continuing the same, but in no greater volume.

No very important changes have taken place. Prices on shelled walnuts have been advanced to 34c, following a strengthening of the primary market. Shelled almonds are not so high, being quoted at 36-38c. A weakness is observed in the prime bean market, and, while wholesalers claim they are still paying high prices, some beans are being offered lower than for several weeks.

SUGAR.—During the week the raw sugar market took an upward turn, and removed any chances for cheaper sugar in Canada for the time being. Raws were around 4c two weeks ago. Then they dropped to about 3½c last week, and are now getting firmer, having reached a point in the vicinity of 3⅞c. There is a fair amount of business going, but most people filled up prior to the budget, or at least protected themselves. So that it will take some time to get these stocks worked off, which is not easy at a period when large quantities of sugar are not being used. While no tax was imposed on sugar, it is argued among the trade that if the Government wished to make revenue from sugar they would impose the duty when nobody had stocks. It is understood that Atlantic sugar will be on the market this week.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 86
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Most lines are firm on account of the recent tariff. As an instance, California 3-crown loose muscatels are costing the wholesaler 1½c more than they did a week or two ago. Dealers are looking for higher prices all around. Stocks are understood to be light, especially in the country. Raisins and currants are very strong. There is really no market for figs, as few are offering in New York. What there are, are in bags. Package dates are changing hands quicker than loose.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	....	0 08
Apricots	....	0 15½
Nectarines, choice	....	0 11½
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08½
Hallowee, 1-lb. pkgs.	0 08	0 09
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
Prunes—		
30 to 40, in 25-lb. boxes, faced.....	....	0 14½
40 to 50, in 25-lb. boxes, faced.....	....	0 13½
50 to 60, in 25-lb. boxes, faced.....	....	0 12½
60 to 70, in 25-lb. boxes, faced.....	....	0 12
70 to 80, in 25-lb. boxes, faced.....	....	0 11
80 to 90, in 25-lb. boxes, faced.....	....	0 10½
90 to 100, in 25-lb. boxes, faced.....	....	0 10
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.t0; 5-crown cluster.....	....	3 60
Muscatels, loose, 3 crown, lb.....	....	0 08½
Sultana, loose	0 09	0 09¾
Valencia, selected	....	0 08
Valencia, 4-cr. layer	....	0 09
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09½
Fancy seeded, 16 oz.	....	0 10½
Choice seeded, 16 oz.	....	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—While prices were advanced on Rangoon rices, because of the new tariff, a reduction was made in fancy rices. A Vancouver concern has also issued new price list. Importers of Rangoon rices are awaiting the arrival of cables announcing new prices. They are expected to be higher than a year ago. The regular business is passing.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06⅛
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 05¾	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—Market remains strong. News from the West Indies indicated that the crop will be a big one, but the price will be guided by ruling prices of sugar, which is high at present. Feeling is gaining ground that cheap molasses cannot be looked for this year, the reasons being that freights are higher, war risks are being raised, and there is a duty to add. These facts are liable to raise the price from 5c to 10c per gallon extra. Even if molasses are plentiful, and the price is based on the cost of sugar, it will still be so much higher because of extra costs due to freights, insurance and duty. Last year $2.50 was paid per puncheon for freight. It is expected to be twice this for 1915. However, freight rates have not yet been named by the steamship companies. Another feature this year is that producers want to sell f.o.b. Barbadoes, and want shippers to assume all extra charges,

such as freight, insurance, etc. They wish to put the molasses on the boat, and there let their responsibility cease. While shippers in Barbadoes have all signed an agreement to enforce this, some may be expected to break it, as merchants here are not disposed to conform, claiming that they have not got the staff to look after such work.

	Prices for Island of Montreal. Fancy.	Choice.
Barbadoes Molasses—		
Puncheons	.43	.41
Barrels	.46	.44
Half barrels	.48	.47

For outside territories prices range about 2c lower for fancy; nothing for choice; delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 3¾c; ½ bbls.	0 04
Cases, 2 lb. tins, 2 doz. per case	2 65
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 25
Maple sugar, pure, per lb.	0 13 0 11

COFFEE.—Dealers here still have hopes that coffee will be one of the items on which the 7½ per cent. war tax does not apply. In the meantime the market continues dead, and will remain so until the European demand picks up.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 34
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 30	0 33
Rio	0 17	0 20
Santos	0 21	0 23
Cbicory, per lb.	0 10	0 12

NUTS.—Since the war the trade has bought carefully, and now are still able to buy, though in small lots. For this reason, importers and wholesalers should feel the same, believing that good business will be done right through spring. Orders for nuts arrive freely, for general assortments, but for no large quantities. New Brazils will be here in a month, and will be high at first, as usual. No doubt they will arrive first by express at about 20c, gradually dropping. Old crop just now are quiet. New price lists issued this week by importers indicate that prices have been raised on nearly all lines with the exception of Mayette Grenobles, Marbots and Brazil nuts. Shelled walnuts are quoted by importers as high as 33c.

Almonds, Tara		0 18
Grenobles, new	0 16½	0 17½
Marbots, new	0 15	0 16
Sbelled walnuts, new, per lb.	0 34	0 35
Sbelled almonds, 28-lb. boxes, per lb.	0 36	0 38
Sicily filberts		0 14½
Pecans, large		0 19
Brazils, new	0 14	0 15
Peanuts, No. 1, 12½c; No. 2		0 11½
Peanuts, No. 3		0 10
Canadian chestnuts		0 12

SPICES.—While we raised our quotations 1c per lb. last week to take care of duty, all manufacturers have not yet raised theirs. They are expected to do this at once, however. A further advance is anticipated on account of the strong market. Importers here bought Singapore and Penang white pepper last week, following which cable advices announced a further advance in these two lines.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—0 26	1 08—1 21	0 33
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	——	——
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	——	——

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian		0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 17	0 19
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne cbillies	0 26	0 31
Shredded cocoanut, in pails		0 19½

DRIED VEGETABLES.—The market in beans is easier, and if prices continue to come down the retailer should be able to secure better prices in a week or two. It appears that considerable speculation took place during the period when beans were soaring towards $3.50. Now that these men have become loaded up, the market eases off. It is understood there are thirty cars stored in Quebec City, and more than twice that amount in Montreal. The same thing is said to have been going on in the West. Now the farmers in Ontario are trying to sell, and in order to get money are cutting prices. Peas are somewhat in the same position. Split peas remain as dear and as scarce as ever.

Beans—		
Canadian, 3-lb. pickers, per busbel	3 25	3 50
Yellow, per busbel		3 25
Yellow eyes, per bushel		3 25
Lima, per lb.	0 09	0 09½
Peas, Imperial green, per busbel		2 50
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.		5 25
Barley, pot, per bag		3 00
Barley, pearl		4 50

TEA.—Despite the shock many in the trade received when the budget came down without any tax on tea, sales this week have been very active. It would seem that wholesalers have been selling to retailers to such an extent they are now compelled to come back to importers for further supplies. Prices for black tea are up 2c to 3c for import. Insurance rates took a jump this week of close on 1½ per cent., and on top of that the London market is higher. The stuff accumulating in the East does not appear to be coming forward in sufficient quantities to bring down the market. At a recent sale 20,200 packages were offered, and 19,800 sold, only 400 being withdrawn. It is customary for about a third to be withdrawn when good prices are not realized. This shows what a firm market there is in London. While retailers bought heavily of package tea two weeks ago, they were not encouraged to overstock. However, many of them increased their holdings by buying bulk from several wholesalers.

OLIVES.—Prices on this year's crop have not yet been announced, and are not expected for two weeks. This is the year when the crop is small, and under ordinary circumstances prices would be higher. Owing to the fact that the demand is not expected to be so good, it is not expected that prices will be much higher.

SEEDS.—Market is strong on account of the tariff changes, which means that Canada this year has not produced her own supply of Timothy short red clover and long late mammoth clover. These have to be imported from the United States and the Continent, and we are up against the extra cost of 7½ per cent. duty, which brings the duty up to 17½ per cent. Consequently, clover seed is up practically 1½c per lb., and Timothy is up ½c per lb. The following are prices being quoted to the trade to-day:

Timothy, cwt.	9 50	12 00
Short red clover, cwt.	19 00	22 50
Alsike clover, cwt.	18 00	21 00
Seed corn, per 56 lbs.	1 35	1 60

ONTARIO MARKETS.

Toronto, Feb. 25.—There is a distinct increase in the amount of business being done by wholesalers this week, largely, we assume, due to the fact that retailers want to buy before the tariff becomes active in producing an all-round advance in commodities. For the first time for many weeks, the trade has experienced something other than a mere hand-to-mouth demand from retailers. It is all to the good from both the retailer's and the wholesaler's point of view.

Collections are reported not so good as in January. This is somewhat surprising. The inference, in comparing the two months, would be that January would be the slack month in this regard on account of heavy Christmas expenditures. But February is slower than January, although trade is everywhere reported better this month so far as groceries go.

It is not at all significant that most retailers find that the country trade is bigger and safer than the city. The small towns and the farmers have the money. Hence collections are good in the former and not so good in the latter. There is some talk about the farmers in places not paying the retailers, but holding off and using the war as a scape-goat. It is a thing to be deplored if it is true. The farmer this year most certainly has the money. Ontario winter wheat is his strong-box. As he has been getting pretty well what he wanted for it, and as it will, in all probability, be some time before the Dardanelles is a free passage for Russian wheat, the Ontario farmer has more coming to him. Under those circumstances there is no reason at all why he should neglect to pay his grocery bills.

The situation in the rice market is such that retailers should take immediate advantage of, by buying right now.

Rices are in a strong position. Both the cheap and the fine lines are so firm that an immediate advance looks probable. Indeed, some prices are up a trifle this week. Stocks are known to be low.

An important piece of news is that the price of bread will be up at 7 cents in the city and 8 cents in the country (for a pound and a half loaf) unless flour goes down as quickly as it went up. Bakers say they cannot refrain from charging higher prices much longer if flour costs as much as it does at present. In this connection, the bread and cake manufacturers have written to the Department of Trade and Commerce protesting against speculation in flour.

The situation in tea continues interesting and higher prices are not far away. The packet tea men have a hard "row to hoe" these days. One house, doing a considerable business in the Northwest, has advanced its lowest grade of tea to 45c per lb. to the consumer. This tea costs the retailer 35c per lb. f.o.b. Winnipeg. It is understood that others are contemplating putting their prices on the same basis. One large tea dealer was asked how business was. He said, "I have never seen it as good." It was suggested to him that good business might have been brought about by the fear of a duty being imposed, but his reply was: "There was no such fear last week. All the budget excitement was passed and we had one of the largest weeks we have had in twenty years." He continued: "The only thing with which we have to find fault is the market and the difficulty of getting freights. With a constantly advancing market, the advance in war risk of 300 per cent. during the past ten days, and the great difficulty of obtaining freights, the tea business has been a nightmare. I suppose we ought to unload this trouble on the public, but the public are far from willing to accept any such burdens."

SUGAR.—This market is steady and more or less colorless. There are some slight fluctuations in raws. Now they are up: now they are down, but there is no indication of any change in prices. Such speculation as there is, is pure speculation, unnecessary and without any significance. Sugar being listed on the Exchange makes it a gambling market, of course, and subject to the vagaries of such a market.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 41
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	3 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lumps—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—It seems as if tea is never going to quit going up. A cable from Colombo says that prices are such that in six or seven weeks fine teas have advanced seven cents and good teas eight and a half cents. The jump last week alone on the average tea was pretty well five cents. Prices are now the highest that tea men can remember. Prime reason for such a state of affairs is said to be the buying on Russian account. Some merchants think that Russia may this year (consequent upon the prohibition of vodka), take an enormously increased supply of tea. If so, prices might go anywhere. For instance, if the abolition of vodka increased the demand for tea to the extent of say twenty or thirty million pounds, without doubt it would put up the price 20c to 25c per lb. and perhaps more. Certainly the tea market is in a very parlous condition. The situation at Colombo is more or less duplicated, although to a lesser degree, in London. Prices are away up, out of sight. And all this despite the fact that Australia, a big tea-drinking country, is not buying just now. An advance on tea in Canada seems very likely. Indeed, one firm has already advanced its prices, and doubtless others will follow. What we have been saying week by week as to the tea market is now corroborated by McMeekin & Company of London, Eng., whose circular for the month of January says, in regard to Ceylon teas: "The offerings at London public auctions were 96,000 packages against 115,000 packages in the same month of 1914. The quality generally was not equal to earlier arrivals, but the whole of the offerings were readily taken in an animated market at prices advancing progressively, week by week."

It also goes on to say: "The possibility that Russia may be able to come in as a large buyer on the London market to make up for short purchases in Calcutta and Columbo, and any special demand of the kind would be difficult to supply without changing the level of prices to a considerable extent."

DRIED FRUITS.—Prunes are exceedingly scarce and prices quoted on them are more a matter of a man's conscience than anything else. They are very difficult to get in San Francisco, particularly in small sizes, from 70's down. Market is firm all round. Locally, wholesalers are very low, and on account of the high American market, and now the additional duty, it is not thought that importers will bring any more into Canada this season. Prunes are not a genuine fruit, anyway. Raisins are steadily firm, both in primary markets and here. We quote 10½ on fancy sold in 1-lb. packets, which is a trifle higher than before new tariff became active. Peaches are showing some activity, and packers over the border are buying large lots. There isn't much doing in this market, however. Apricots are closely cleaned up in primary markets. Stocks in Canada are very light, but there is no demand. We quote them at 14-14½c, which is a trifle easier. Market is slightly weaker on currants abroad. There has been some speculation by people who took a chance on Greece getting into the war. Business in all lines of dried fruits is very good.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09¼	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09¼	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	....	0 09
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¾
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Shelled walnuts on spot have been closely cleaned up and moreover are very hard to get. Price is up a couple of cents. Shelled pecans show some activity at 60-62c—chiefly the latter figure—and are firm at that.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 42
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—These show no special change from last week. All are very firm and looking towards higher prices, which, though the budget emphasized the necessity for this, have not been quoted yet. Peppers are exceptionally strong. Stocks are low and it is hard to get steamers to bring fresh stocks in. Ginger is also very much in demand.

	Compound, per lb.	Pure, per lb.
Spices—		
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33

Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 36	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

SYRUPS AND MOLASSES.—Syrup market is quiet here and practically featureless. There is a report from the West that corn starch has advanced in price, but we cannot confirm it from this market.

		Per case.
Syrups—		
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

RICE AND TAPIOCA.—Rices are all firm. Patna is up a cent and a half at 7½c-9c, and it is very firm at that. Rangoons are also strong. Rice of all grades is a good buy now because an advance is almost certain. Tapioca is also higher.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

COFFEES.—Mochas and Javas are in good demand. Otherwise the market is listless, and prices have not advanced to meet extra duties yet. There is no strength to the market.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Rio	0 15	0 17
Santos	0 18	0 22
Chicory	....	0 14

COCOA.—Market is still very firm. There is a report that Italy is buying up a lot of cocoa in the States, and thus hardening prices. It is said unofficially that prices in New York show an advance this last month of 80 per cent., but this we have not been able to confirm. One Toronto concern has advanced its prices.

MANITOBA MARKETS.

It will, of course, be some little time before the advances made necessary by the new tariff come fully into effect. Already, however, some changes as a result of this tariff are apparent. Dealers will have to expect further rises for some little time to come, however.

Aside from the tariff, market conditions now seem to indicate general advances. A number of these have already been struck—notably in beans. That more changes in an upward direction are to be expected within the next three or four weeks is certain, and that any products will weaken materially does not seem very likely. Generally business is reported as satisfactory. From the country especially are good orders being received, and indications are that a good spring business will be done.

SUGAR.—There has been no change in the early part of the week. The raw market was perhaps a little easier, but is now recovering, and there seems little chance of an immediate change in price quotations. At the end of perhaps two weeks, however, it is expected that the market will strengthen, and early in March another rise would cause no surprise.

Corn syrup prices, which, as stated last week, were withdrawn, were reinstated almost immediately on the same basis. Corn syrup is strong and actual market conditions warrant higher prices, but there are other factors which tend to keep the quotations down.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 80
Hard lump (100-lb. cases)	8 30
Montreal yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 25
Halves, 50 lbs., per cwt.	6 25
Bales, 20 lbs., per cwt.	6 30
Powdered, barrels	6 55
Powdered, 50s	5 90
Powdered, 25s	7 20
Icing, barrels	7 10
Icing, 50s	7 25
Icing, 25s	7 25
Icing, pails	7 15
Cut loaf, barrels	6 95
Cut loaf, 50s	7 20
Cut loaf, 25s	7 45
Sugar, British Columbia—	
Extra standard granulated	7 35
Bar sugar, bbls.	7 80
Bar sugar, boxes	8 00
Icing sugar, bbls.	8 00
Icing sugar, boxes	8 20
H. P. lumps, 100-lb. cases	8 30
H. P. lumps, 25-lb. boxes	8 55
Yellow, in bags	6 95
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0 53
New Orleans	0 34
	Per case.
Maple Syrups—	
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS. — The California markets are still advancing, especially on prunes. For the larger size of this line a premium is being asked. Apricots are stronger and peaches are holding firm. A considerable increase in the demand is noted for all three lines. Evaporated apples seem certain to go higher. The next issue will probably show an advance of at least ¼c over present prices. Stocks are now low, and new supplies are coming in at advanced quotations.

The currant market is stronger, and as currants in one and two-pound packages come in from New York regularly—one shipment being expected in a few days—this line is practically certain to be among the first to get the advance in the tariff. Within two weeks at most this tariff change will be in effect here. It will mean probably 5 per cent. on the selling price of currants.

Apples, evaporated, new, 50's	....	0 07¾
Apples, evaporated, new, 25's	....	0 08¼
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, bulk (washed)	....	0 10¾
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
3 crown, loose, 25's	....	0 08½
3 crown, loose, 50's	....	....
Fine selected	2 35	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾
70 to 80	....	0 09¾
60 to 70	....	0 10
50 to 60	....	0 10½
40 to 50	....	0 11
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11⅛
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

BEANS.—The exciting advances on this market continue. It seems practically impossible to get beans. The Japanse market is cleaned up, and few Canadians are offering. The week has seen further advances—3-lb. pickers now being quoted at $3.55, while hand-picked are quoted from $3.70 to $3.95. Even at these prices beans look good buying for dealers whose supply is low. From what can be learned it seems quite probable that there will be another 10c advance before the next issue of Canadian Grocer. This advance seems likely because of the small available supply in the East, and because the stocks in the West are so low. One fortunate feature of this market is that the hand-picked are exceptionally good in quality, every bean being almost perfect. The difference in price between the hand-picked and 3-lb. pickers hardly begins to cover the difference in quality between these two lines.

Beans—		
Canadian, hand-picked	3 70	3 95
3-lb. pickers	....	3 55
California Lima Beans—		
Bag lots	....	0 08
Less than bag lots	....	0 08¼
Barley—		
Pot, per sack, 96 lbs.	....	3 05
Pearl, per sack. 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	5 75
Sack, 40's	....	2 90
Whole peas, bushel	....	2 75

RICE AND TAPIOCA.—In tapioca there is no change. As reported some time ago, the rice markets are stronger and though the wholesalers are protected by contracts, these are now being advanced to the extent of the new duty. This is considered quite fair by the wholesalers, as it would seem that dealers expected some slight advances to compensate for this new duty. It was an uncontrollable factor, and is not regarded as applying to any contract.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 04
Siam, per lb.	....	0 03¾
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 04½

NUTS.—The demand is falling off—no changes in price.

Nuts—	Per lb.
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12½
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

TEAS AND COFFEES.—Though tea has been exempt from the special tax recently imposed, many prices in Winnipeg have advanced. This may seem strange, but is explained by the fact that it is the first advance made in teas practically since the war came. Some manufacturers determined to keep the prices at the old figure, until the stocks which they have bought before the war were exhausted. This supply is now used up and the price naturally has to be advanced to cover the increased cost which must be paid for tea. This amounts to from 5c to 7c per lb.

Coffee is still quoted on the same basis, but by reason of the 7½ per cent. duty will go up about 2c a pound at any time.

		Per lb.
Coffee—		
Rio, No, 5, green	....	0 16
Rio, roasted	....	0 19
Santos, green, No. 4	....	0 18¾
Santos, roasted	0 25	0 26¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket. fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK

VEGETABLES.

	Group A.
2's Asparagus tips	$ 2 62½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals., Beans, Refuge	3 77½
2's Beets, sliced, blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 92½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals., Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd., red cherries, H.S.	1 52½
Gals. ptd, red cherries	8 52½
Gals. not ptd, red cherries	8 02½
2's Cherries, white, ptd., H.S.	1 92½
2's Cherries, white, not ptd., H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd,	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 22½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtouberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peacbes, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, not peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pears, pie, not peeled	2 77½
Barrels, per cwt.	5 55
2's Pineapples, sliced, heavy syrup	1 92½
2's Pineapples, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapples, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's. Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums. Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals. Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
3's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's S trawberries, preserved	2 32½
Gals. Strawberries, staudard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B, 2½c dozen lower.)

SASKATCHEWAN MARKETS.

Regina, Feb. 25.—The levy of special war taxes on various articles, as announced last week in the House of Commons, and the effect on the wholesale and retail trade, and to the consumer, has been the chief topic of discussion among merchants during the past few days. The general opinion is that little hardship will be felt for the present at least. The greatest uneasiness seems to be felt by the druggists, and the Saskatchewan Druggist Association has forwarded to the Minister of Finance at Ottawa a vigorous protest against the war tax on patented medicines and other drugs, claiming that it is altogether disproportionate to other special taxes and will work a hardship to many retail druggists.

The special tax will affect all lines of fruits, such as lemons and oranges, and the latter, it is believed, will be increased by at least 25 cents per case. During the earlier part of last week the sugar market appeared to be weak but it has now recovered and is quite firm, owing largely to crop reports which have just been received.

All staple lines on the local market appear firm. Cheese continues high, and is now quoted at 19½c. Business is reported fair.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 33
Butter, dairy. No. 1	....	0 24
Cheese, per lb., large	....	0 19½
Eggs, storage, 29c; new laids	....	0 50
Lard, 3's, per case	....	7 25
Lard, 5's, per case	....	7 10
Lard, 10's, per case	....	7 10
Lard, 20's, each	....	2 55
General—		
Beans, Ontario, per hushel	....	3 50
Japanese, per bush.	....	3 75
Coffee, whole roasted, Rio	0 17	0 17¼
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 95
Potatoes, N.B., per bush., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.,	....	6 25
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 75
Sugar, standard, gran., per cwt.	....	7 44
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	....	4 35
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	4 50

Sweet potatoes, per crate	....	4 50
Lemons	....	4 50
Oranges	....	3 25
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08⅝

ALBERTA MARKETS.

(By Wire.)

Edmonton, Feb. 25.—Market on whole is fairly bright with trading good. Cheese has advanced half cent pound. Ontario beans are up to $3.60 to $3.75. Japan beans now $3.90. No other changes.

Produce and Provisions—		
Cheese, per lb.	0 18½	0 19½
Butter, creamery, per lb.	....	0 34
Butter, dairy, No. 1, 26c; No. 2	....	0 23
Lard, pure, 3's, per case	....	7 80
Lard, pure, 5's, per case	....	7 75
Lard, pure, 10's, per case	....	7 65
Lard, pure, 20's, each	....	2 53
General—		
Beans, Ontario, per bushel	3 60	3 75
Beans, Japan, per bush.	....	3 90
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 50's	0 08¾	0 09¼
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 91c; 40's	....	1 78
Rolled oats, bail, $3.90; 80's	....	3 50
Flour, 98's	4 00	4 15
Rice, per cwt.	....	3 90
Sugar, standard gran., per cwt.	7 90	8 00
Sugar, yellow, per cwt.	....	7 25
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Feb. 25.—There have been many changes in local markets owing to tariff. The cereal market is especially firm, but there are no changes in flours. Dealers look for higher quotings in sugar. Raws are firmer. Dried frui ts have slightly advanced and nuts are also affected. Beans are still higher, hand-picked beans $3.75 to $3.80, and yellow $3.95 to $4. Pork is easier. Compound lard is firmer at 11¼ to 11½. Heavy buying in cheese for army purposes, and prices have advanced to 18 and 18½c. Currants are 8¼ to 8½c. Business generally is fair. Collections are average.

Fish stocks have advanced owing to Lenten demands. Poultry is scarce. Dairy markets show little change, but butter is firmer.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	27 00	27 50
Beef, corned	2 75	2 80
Pork, American clear, per bbl.	25 25	28 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 29	0 30
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 18	0 18½
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	8 95
Flour, Ontario	....	8 60
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 95
United Empire	....	6 85
Bright yellow	....	6 75
No. 1 yellow	....	6 45
Paris lumps	....	7 75
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 75	3 80
Beans, yellow eyes, per bush.	3 95	4 00
Canned pork and beans, per case	2 60	2 90
Molasses, per gal.	0 40	0 44
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¼	0 08½
Rice, per cwt.	4 75	5 00

Combatting Mail Orders

Proprietors of Huntingdon, Que., Store, Compelled to Make Changes to Hold the Local and Farmers' Trade and Ward Off Mail Order Catalogues.

THE impression has gradually been made both on the mind and purse of R. S. Pringle, of Pringle, Stark & Co., general merchants, Huntsingdon, Que., that sooner or later he would be compelled to make a bold move to maintain his hold upon the business of the community. There was no avoiding the facts, which were plain — that many of his customers were sending their money to the mail-order houses. It seemed as though a new era had been reached when those in the country had awakened to the fact that one must be stylish even on the farm. And the farmer and his daughter were going out of town to buy.

Now, the Pringle-Stark store had belonged to another era. It had undergone an evolutionary process from the small house period, gradually expanding, and this was a crisis in its history—not brought about by the entry of a more progressive house, but by the more insidious, keen, and ruinous competition of the big city stores.

As Many Phones as in a City.

A glance at the telephone book will show that this competition was likely to show itself sooner in Huntingdon than in the average town. There are five columns of names there, and yet the population is only 1,200. St. Hyacinthe, in the same province, has a population of 19,000, and only has the same number of phones. Nearly all the business houses are rated first-class. In other words, Huntingdon is a wealthy town, and its girls are dressed right up to the latest fashion's ideas. They are the type of girls who will send to the city for their dry goods if they cannot get them at home.

It was incumbent on Pringle, Stark & Co., if they were to retain their hold on local trade, to carry and display lines such as could be seen in the mail-order catalogues. More importance was attached to the display, however, since the house was carrying goods equal to those in Toronto or anywhere else. People, and especially country people who had known the store all their lives, would not believe the goods were carried until they saw a revolution in the interior of the store, and witnessed with their own eyes up-to-date displays.

Five Large New Windows.

It was decided to erect a new store on the site of the old one, modern in every respect, with large modern display windows. The store by the way has a frontage of 50 feet and is two storeys high. The new front carried five large windows, two small ones in the doorway, one large one at the side of the store and two small ones. There were two entrances in front and one at the side. The large windows were all in copper, measuring eight by twelve feet. Above, there was three feet of prism glass, the object of this being to light the store interior. These prisms cut down the cost of artificial light considerably.

The effect was at once felt; a new stimulus to business has been created; the movement towards the mail order houses began to be reversed. The experiment is too young yet for exact details to be available, but the proprietors are well pleased with the early results, and this paper hopes to be able in a few months to present some figures that will clinch, once for all, the wisdom of the course that has been adopted.

This illustrates one man's way of competing with the mail order houses. There may be others, but it is apparent that if there is any regard for appearance in the country town at all, it is going to be increasingly difficult for the old-fashioned store to remain. Every year finds more and more catalogues in the hands of the farmers. In Quebec Province they appear mainly in the French language, and even if they do not, the French-Canadian farmer's wife does not require to understand English to see that the gown illustrated in the catalogue at so many dollars and cents, is superior to anything she has seen displayed in her home town—if such is the case.

The common reply of the small town merchant when asked why he does not instal a new display window is: "I don't see how my business would benefit. My sales are practically all made to farmers, and they don't care anything for style or appearance. My trade is established, and I don't believe the swellest front ever built would draw any more trade."

Fruit and Vegetables

Pineapples Have Advanced

Several Lines of Fruits and Vegetables Show Increases—Result of Increased Tariff—Spies Up In Both Markets—No More Canadian Sprouts—Celery Very High.

MONTREAL.

FRUITS.—Only a few California pears coming in. They are quoted 2.00-3.00. Of apples, spies are selling the best, being quoted at high as 5.00 per bbl. for No. 1's. McIntosh Reds and Fameuse are scarce and not obtainable less than 6.00. Cocoanuts, which are cheaper, are quoted 3.75-4.00. Cranberries are moving slowly, and grocers can get all they want for 5.00. Frozen ones can be bought at very low figures. Hothouse grapes are down to 1.25, the supply being good. No more Malaga lemons coming in. What are in stock are quoted 3.75, or even lower. Mexican oranges are down to 2.25-2.50. Bitter oranges are quoted 2.00-2.50. Pineapples are scarce, and what are coming in are frost bitten. Tangerines are added to list this week, sizes 106-120-144-168 per strap 3.25.

Apples—		
Baldwins, No. 1, bbl.	3 00	3 50
Spies, No. 1, bbl.	4 75	5 00
Russets, No. 1, bbl.	4 50	4 75
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	3 75	4 00
Cranberries, bbl.	....	5 00
Grapefruits, case	2 00	2 50
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	....	1 25
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 50	2 75
Malaga, 420 size	....	3 75
Oranges—		
Cal Navel, 126-150-176-200-216-250-288	2 75	3 00
Cal., 96-100 size box	....	2 50
Florida, 176-200-216	....	2 50
Florida, 126-150	....	2 50
Mexican, 126-150-176-200-216-250	2 25	2 50
Valencias, 714 size, large cases	....	4 50
Bitter oranges	2 00	2 50
Pineapples, case	....	4 00

VEGETABLES.—Tomatoes are one of the features of market this week. They are scarce in the United States, and the last crate here changed hands at 7.00. Local hothouse tomatoes are also scarce, bringing 35-40c per lb. There is a good demand for tomatoes, but they are not ripening. Wax beans are added to list of quotations at 8.00 per basket, and green beans 7.00 per basket. Spinach is selling at very high prices, bringing 4.50 per bbl. It is scarce in the United States. There are no more Canadian Brussels sprouts. In future Americans will be quoted, and the price this week is 25c per quart. Cauliflowers are up a little on account of new tariff—3.75-4.00 for 2 doz. There is a good demand for leeks, but they are quoted high on account of scarcity—3.00-3.50. New duty on Spanish onions brings the price up to 4.75 per case. Red onions are still selling at 2.25. Peppers are offered now at 65c per basket, but are arriving loose, and have to be put into basket. Other quotations for peppers are $8 per crate, or 50c per doz. New potatoes are slightly cheaper, but still beyond the average grocer. Horse radish, which has been off the market, is now quoted 15c per pound.

Artichokes, bag	....	1 25
Beets, bag	....	0 75
Beans, wax, basket	....	8 00
Beans, green, basket	....	7 00
Brussels Sprouts, American, quart	....	0 25
Cabbage, per bbl.	1 00	1 25
Cabbage, red, bbl.	....	1 25
Carrots, bag	0 50	0 75
Cauliflowers, 2 doz.	3 75	4 00
Cucumbers, fancy, doz.	1 50	2 00
Celery, crate	5 00	5 75
Horseradish, lb.	....	0 10
Leeks, doz. bunch	3 00	3 50
Lettuce, head, per box	....	2 00
Curly lettuce, per box	1 75	2 00
Mushrooms, basket	1 75	2 00
Onions—		
Spanish, per case	....	4 75
Red, 100-lb. bags	....	2 25
Yellow, 100 lb. bag	....	2 50
Parsnips, bag	....	0 90
Parsley, American, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 60
Potatoes—		
Montreal, bag	0 65	0 75
New, bbl., 016 lbs.	....	7 00
Potatoes, sweet, Jersey, hpr.	2 25	2 50
Radishes, doz.	....	0 50
Rhubarb, hothouse, doz.	....	1 25
Spinach, American, in bbls.	....	4 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 35	0 40
Tomatoes, Cuban, crate	....	7 00
Watercress, American, doz.	....	1 10

TORONTO.

FRUIT.—The spell of near-spring weather, with its effect of turning the roads into slush and mud and water, is responsible for scarcity in several domestic lines just now. Apples, for instance, are scarce and hard to get, but it is only a temporary condition. We quote Spies at $4.50 to $5.00, the former is the more general price though occasional small orders net a price of $5.00. This is not general, however. Vegetables and fruits get to a certain high level and then they quit going up. The public won't stand for it. Cranberries are very slow at $6.00 to $6.50. Pineapples have taken a sudden leap, partly as the result of the new duty and partly because right now they are few and far between. But we may look for a drop shortly, as soon as shipments begin to come in in numbers again. Oranges show little change and none at all as far as prices go. Navels have a good demand. Bitter oranges are pretty well off the market. Dealers had a good season this year. Grape fruit has firmed up as result of the duty to $3.00 and more are going at this price than at $2.75. Lemons don't alter, and demand is more or less quiet. There are a few California pears around at $3.25 to $3.50, chiefly the latter. For people who can afford them they are a good buy. The fruit is very choice.

On the whole there is the general upward tendency that we predicted last week. Effective because of the new duties, and so far demand in the aggregate shows no decline on account thereof.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 50	5 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 00	6 50
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 50	7 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California navels	2 50	3 00
Bitter for marmalade, per box	....	2 50
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	5 00	5 50
Grapefruit	2 75	3 00

VEGETABLES.—Several lines show increases this week, and the whole trend is towards strength, with advanced prices lying somewhere in the offing. Tomatoes are exceptionally hard to get. We quote them at 30 cents, but don't imagine that many are to be had at that figure. At the same time there is not an immense demand for them. Celery from California is way up to $5.75. It

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Fish and Oysters

New Life on Fish Markets

Lent Gives Business a Stimulus—Lobsters Lower in Toronto—Oysters Moving Well—Green Cod Fish and Pickled Herrings Advance in Montreal—Bad Weather a Drawback.

MONTREAL.

FISH AND OYSTERS. — Trade has been active during the past few days, and stocks have been reduced materially. Already a scarcity in some lines is noted, particularly in salt and pickled lines. Green cod fish and pickled herrings have gone up ten per cent. In frozen lines the weather has not been propitious, and deliveries have not been up to standard. Still, with a few days good weather, everything is expected to be cleared out. On account of the new duty, bulk oysters will be higher, though with the market rather weak, prices are not likely to be changed here for awhile. Herrings continue scarce and high in price, 2.65-2.75 being quoted. Lots of tomcods are selling for 1.50 per bbl. Lobsters are quoted at 30. All oysters, lobsters, scollops, clams, etc., are quiet, and quoted at reasonable prices. There are three fish days this week.

TORONTO.

FISH AND OYSTERS.—Lent came along in good time from the fish merchant's point of view. Orders materially increased both in point of size and number, and up to the present the improvement in business has kept up. Oysters are moving particularly well for this time of the year. They seem to be the only line which isn't affected by the drizzling, moist weather, for merchants say that demand has fallen off in other lines, even though Lent is certainly having a good effect. Ciscoes are selling well right now, as are bloaters. This latter fish seems to have had a new lease of life so far as trade goes on this market. Lobster is down a trifle from last week and we quote it at 45c instead of 50. Halibut is having a good demand. Finnan haddie and cod are somewhat quieter. White-fish at ten cents is a popular buy. Duty of seven and a half per cent. is boosting oyster prices about 10c per gal. Other lines that have been coming over from the States will find competition more or less obviated now.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07	.10-.12
Haddies, 15-lb. and 30 lb. boxes, lb.	.07	.10-.12
Haddies, fillets, per lb.	.09	.12
Haddies, Nlobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.13-.11	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04-.04¼	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.05-.05½	.10
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.10	.18-.20
Herrings, per 100 count	2.65-2.75	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	9 50	....
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 45
Live lobsters, medium and large, lb.	0 30	....
Boiled lobsters, medium and large	0 32	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08-0 09
Carp	0 10	....
Herrings, lake	0 04½	....

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.10
White fish, small tulibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.07	.09-.10
Pike, dressed and headless, lb.	.06-.06¼	.07
Pike, round, per lb.	.05¼-.06	.07-.06
Tom cods, new, per bbl.	1.50	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	....	10 00
Green cod, No. 2, bbl.	....	8 50

WINNIPEG.

FISH.—Here one of the biggest changes effected by the recent increase in tariff is noted. On oysters the tax has been 10c per gallon. To this is now added the 7½ per cent. ad valorem tax. In actual figures it means that oysters in Imperial gallons now sell for $2.90—Carriers (4¼ Imperial gallons) at $10.75—and that shelled oysters per cwt. are moving at $1.75 to $1.85.

Generally demand for fish has been somewhat reduced this week owing to mild weather. Supply, on the other hand, has been increased for same reason. Several cars were unloaded here, as holders were afraid they would deteriorate, and were anxious to get them on market.

Because of mild weather, orders from the country especially were light. The trade apparently is ordering oftener and less at a time. While this means paying a slightly higher price, it is generally regarded as a wise proceeding in view of uncertain weather conditions.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mullets	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12¼
Gold eyes	....	0 03¼
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 12
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal., Imperial	....	2 90
Carriers (4¼ Imperial gal.)	....	10 75
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per lb.	....	1 60
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

Produce and Provisions

U.S. Eggs at Low Price

Even With Tariff They Can Compete Now—Production Light in Canada at Present—Butter Up in Montreal—Cheese Easier—Butter for England—Advance in Chicken

MONTREAL.

PROVISIONS.—Increased prices on barrelled pork and compound lard because of higher tariff rates, had not come into effect early this week but are expected by the end of week. Retailers were able to buy lard at 9¾c on Monday, but 10c will undoubtedly be asked by Saturady. While prices of barrelled pork are higher, full prices do not seem yet to have gone into effect. Packers who have big stocks are inclined to give their customers the benefit. Dressed abattoir killed hogs are quoted at 11.25. Smoked meats are quiet as is usual at this time of the year.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 24
Boneless	....	0 23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 28
Shoulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	28 50
Heavy short cut clear	....	28 50
Clear fat pork	....	29 00
Clear pork	....	27 00
Lard, Pure—		
Tierces, 350 lbs. net	....	0 11¾
Tubs, 50 lbs., net	....	0 12½
Boxes, 50 lbs. net	....	0 12
Pails, wood, 20 lbs., gross	....	0 12¼
Pails, tin, 20 lbs., gross	....	0 11¾
Cases, 10-lb. tins, 60 in case	....	0 12½
Cases, 3 and 5-lb. tins, 60 in case	....	0 12¾
Bricks, 1 lb., each	....	0 13
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb., each	....	0 12½
Hogs—		
Dressed, abattoir killed	....	11 25

BUTTER.—Creamery butter is higher. A number of shipments are going to outside points such as Toronto, Ottawa, and Winnipeg, and local stocks are getting scarce. Creamery is quoted at 34c. Little dairy butter is coming in, and prices have been advanced at 29-30.

Butter—		
Finest creamery	....	0 34
Dairy butter	0 29	0 30

CHEESE.—There are no changes in cheese quotations, although supplies are still short, and there is none to export.

Cheese—		
New make	0 18	0 19
Old specials, per lb.	0 20	0 21
Stilton	0 19	0 20

EGGS.—Wholesalers are paying 30c for new laids delivered Montreal, and retailers are paying 33-34c per doz. Dealers can ship Chicago eggs in here at 29c Montreal. They are quoting a week ago, and their prices are two cents less for next week. There are still some Chinese eggs here, four or five cars having been sold last week. The quality is a little better, and are bringing better prices—25-26c.

Eggs, case lots—		
New laids	0 33	0 34
Selects	....	0 30
No. 1s	....	0 27
Splits	....	0 20

POULTRY.—Main demand for live ducks and fowl. Not enough of the latter coming in to test the market, but higher prices are asked over a week ago. From 18 to 20c is being asked. Fresh stuff is practically off the market. Jewish holidays being near makes the demand better, and market firmer. Turkeys are scarce, and what few are being sold bring fairly good prices—21-24c being asked for fancy dressed. Demand for poultry is affected considerably by Lent. No big changes are anticipated.

Fresh Stock—	Live.	Dressed.
Fowl	18—20	14—16
Spring chicken	14—15	14—18
Fancy, crate-fed chickens, 5 lbs..	14—18	20—25
Turkeys, fancy	.....	21—24
Ducks	20	14—17
Geese	13—15	14—15
Pigeons, pair	.....	30—35
Squab pigeons, pair	.....	50

TORONTO.

PROVISIONS.—There is little change in either conditions or prices. Lard was expected to show an increase on account of the tariff, but it remains where it was. Business is quiet again in lard anyway. There isn't enough demand to justify increased prices. Long, clear bacon is a trifle easier, and price is down half a cent. Hogs are easier and range is low.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14¼	0 15
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 16½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 13¾
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12¼
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—Prices show no change. The business that is going is chiefly in the lower grades, and there is a big demand for these latter. There is a lot going to England, because similar lines usually provided by Russia are not coming forward in war time. Bakers' grade is up to 20-23 cents, and is very firm at that. Creamery has steadied a little at prices which obtained a week ago. Increased duty looks like preventing entrance of United States butter to any marked extent. Before the new tariff it could be bought at 27c, and the duty was only 4c, so that it could compete. But the increase of seven and a half per cent. will knock any such idea on the head unless American butter suddenly gets very cheap.

Butter—		
Creamery prints, fresh made	0 35	0 36
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 20	0 23

CHEESE.—Market, after repeated advances in recent weeks is easier again at existing prices. It is thought that it will firm up again, inasmuch as there is not much cheese either for domestic buyers or export. Stray lots here and there are going to Europe.

Cheese—		
Old, large	0 19¼	0 19¾
Old, twins	0 19¼	0 20
New, large	0 18½	0 18¾
New, twins	0 18¾	0 19

EGGS.—There is no alteration in prices. Tone of market is possibly a trifle easier. Even with new tariff there are a lot of American eggs coming in all grades. Apparently Canadians are not being produced fast enough — this applies to new-laids more particularly. As to storage, Canadians are pretty well cleaned out. So that in a sense America can, just at present, dictate our prices. Open weather is setting in, however, and the hens, realizing the necessity for "Patriotism and Production," will doubtless deliver the goods. Prices ought to ease up and deliveries increase daily.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 33	0 34
Selects	0 30	0 31
Straights	0 27	0 28
Trade eggs	0 24	0 25

POULTRY.—Spring chicken is higher by two or three cents. There has been some let-up in the numbers that were coming in. Deliveries in most lines are still very heavy, and it is all fresh stock that is getting the business. Ducks are moving very well. Fowl is worth 13 to 15c, the top price being asked and got in many cases.

Fresh Stock—	Live.	Dressed
Fowl	0 10—0 11	0 12—0 13
Spring chicken, lb.	0 11—0 13	0 15—0 18
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 18—0 20
Turkeys, fancy	——	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 17
Ducks	0 10—0 12	0 14—0 17
Geese	0 12—0 13	0 15—0 16

HONEY.—Prices remain same and business is reported dull.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	0 12	0 12½
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

PRODUCE.—A number of advances are noted on this market. Cheese is still strong, and butter also tends upward. After weakness during the first part of month, eggs also are firmer. Perhaps the feature of the market has been an advance in lard. This is a result of shortage and heavy demand. Exporting, which has been going on quite extensively, may have something to do with the higher prices. Dealers would do well to realize that these advances seem likely to be only the first. Another rise is looked for before any great length of time.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 12
Tubs, 60s	....	6 75
Pails, 20s	....	2 53
Cases, 5s	....	7 73
Cases, 3s	....	7 80

BUTTER.—A higher market is looked for here. There have been some changes in an upward direction this week, but indications are that the scarcity in the East must result in still further advances in Manitoba. Western creamery butter is fairly satisfactory, and is being quoted at 33c. Eastern, on the other hand, is now being quoted at 35c, but it cannot be brought in from the East for less than 34½c, and seems certain, therefore, to move up. Dairy butter also is on a higher plane. There is some rather poor stock, which is being marketed around 25c, but for the better class of butter 29c is being secured. Not a great deal is coming in. Cooking butter also is a little scarcer, and is being generally quoted around 22c to 23c.

Butter—		
Creamery, Manitoba	0 33	0 35
Dairy	0 25	0 29
Cooking	0 22	0 23

CHEESE.—This market is still firm, demand being good and supply low. The advance of 3c per lb. struck last week has not been followed by any further upward movement. It is hard to say whether there will be any further change for some little time.

Cheese—		
New, large	0 19	0 20
New, twins	0 20½	0 21

EGGS.—After being weak for nearly a month, this market is showing some signs of strength. This is really a reaction. Either because they wanted to clean out their stock before eggs from the South broke the demand for storage supplies, or because they needed the cash, those holding eggs in Winnipeg have been throwing them on the market very rapidly during February. This naturally reduces the prices, but the stock of storage eggs is now being materially reduced, with the result that the market is strengthened. It is now quite likely that there will be an advance in March. It must be remembered that the new tariff will put a tax of an extra 1½c or more per dozen on eggs from the South.

Eggs—		
Extra firsts	....	0 22
Choice	0 17	0 18
Extra, in cartons	....	0 25

POULTRY.—The demand is still fair. Supplies are becoming more limited. The market indeed is strong. No advances over those noted last week have been struck.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 10	0 30
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLES.

(Continued from page 42.)

is in good demand and is very scarce inasmuch as this is between seasons and the Florida stuff is not ready in any but limited quantity. Boston head lettuce at $5.00 continues hard to get, and there is good demand for it. Spanish onions which, coming through Great Britain, have another five per cent. duty to pay, are firmer and we quote $4.25 to $4.50. Potatoes show no change. Deliveries are liable to be somewhat lighter on account of bad weather, but if this break-up of winter conditions continues, demand will fall off some, and that will offset smaller supplies. Radishes are to be had here and there. They are worth 50c. Rhubarb shows a decline of about ten cents. Trade all round is suffering somewhat by hampered deliveries and consequently firmer prices which retailers are not inclined to pay. Demand on retailers by the consumer is easing a little, however.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 40	0 50
Carrots, bag	0 50	0 60
California cauliflower	3 50	3 75
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 50	2 75
Medium pickling sizes	0 50	0 75
Crate	4 00	4 50
Celery, California, case	5 50	5 75
Musbrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 70	0 75
Potatoes, Canadian, bag	0 65	0 70
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	....	5 00
Parsnips, Canadian, bag	0 55	0 60
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUIT AND VEGETABLES.—The improvement noted last week continues. Not only is business in the city increasing in volume, but it has been possible to send more to the country owing to milder weather. There have not been any great changes in price. The new tariff has hardly had any effect as yet, but will, of course, tend to keep all lines somewhat higher.

A good supply of Washington and other Southern apples have come on the market during the week, and for these a ready sale is being found. They are still quoted at $1.60.

Apples—		
Washington	....	1 60
Apples, bbls.	3 00	5 00
B. C. box apples	....	1 50
Cranberries, case	....	2 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	8 00
Grape fruit	2 75	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	2 75	3 00

VEGETABLES. — Valencia onions, while still quoted at the prices mentioned last week, are apparently about to advance, and dealers would be well advised to cover their requirements at once. By next week it is quite probable these will be up $1 per case. Head lettuce, on the other hand, has declined, being now quoted at 90c per dozen. More is coming in from the South, and as the crop there comes along a decline is natural.

Celery, California	5 50	6 00
Cabbages, per lb.	....	0 02
Cauliflower, per doz.	....	2 00
Head lettuce, California, per doz.	....	0 90
Leaf lettuce, doz.	0 45	0 60
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	5 00	5 50
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	....	0 06
Tomatoes, California, per case	....	9 00
Honey, comb, per case (24 sections)	....	5 50

Flour and Cereals

Flour is Temporarily Weak

Break in Wheat More or Less Responsible, But High Level Will Probably Come Back—Little Export Business—Cereal Market Easier Too—Wet Weather Bad for Feeds.

MONTREAL.

FLOUR.—Inquiries have come in freely lately from France, on cargoes ranging from 30,000 to 50,000 barrels. As they called for low grade flour, no business resulted. There continues a steady demand for export to England of spring wheat for March-April shipment. Many of the mills state that they are pretty well sold up for several months on their export surplus. Spring wheat flour continues firm, but no changes have been made for two weeks. The demand for winter wheat flour is not so good, as buyers do not seem disposed to buy at present prices.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 10
Second patents	7 60
Strong bakers	7 40

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	8 00	8 20
90 per cent., in wood	7 75	7 95
90 per cent. in bags	3 65	3 75
Straigbt roller	7 55	7 75
Blended flour	7 55	7 75

CEREALS.—There are no further changes in prices of rolled oats. A fairly active business continues, and the tone of the market is firm, with sales at 3.50 for 25 sacks or more, and 3.65 for small quantities.

Commeal—	Per 98-lb. sack	
Gold dust	2 30	2 35
Unbolted	....	2 15
Rolled Oats—	90's in jute.	
Small lots	3 65	....
25 bags or more	3 50	....
Packages, case	....	4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 65
Hominy, per 98-lb. sack	....	2 75

FEEDS—Prices on bran and shorts jumped a dollar per ton each this week. This is the only change in the market. Quotations now are — Bran $27, and shorts $29. An increased demand has been felt from both local and country buyers. Millers state that supplies are inclined to get a little scarce, and sales are confined to mixed car lots.

Mill Feeds—	per ton
Bran	27 00
Sborts	29 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	43 00
Barley chop, ton	38 00
Feed oats, cleaned, Manitoba, busb.	0 77
Feed wbeat, bag	2 55

TORONTO.

FLOUR.—Following on the steadying in this market noted in our last issue comes a distinct easing of the situation. This is largely due, once more, to the break in wheat. Winnipeg broke three cents and a half, and the situation in Chicago is just as weak temporarily. The fact is that operators on the wheat market seize any and every opportunity to bull or bear the market. Hence all the reports to the effect that the passage through the Dardanelles is being forced is all to the good from the bears' point of view. Should this actually occur, Russian wheat will get out, and American and Canadian will no longer be "the only pebbles on the beach." All of which reasoning is reflected in the vagaries of the flour market. We may look for somewhat easier prices, we think, for a week or two, though as a permanent condition high levels must be recognized. We may expect to see much higher levels than this week's quotations before the new crop comes in. Export business is quiet. Prices are still too high for European buying, and unless they sink some or the European gets literally stuck for wheat he isn't going to buy. The more wheat goes down the more flour will be bought by people the other side of the water, even though the decrease is slight.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	8 20	8 00
Second patent	7 70	7 50
Strong bakers	7 50	7 40

Flour in cotton sacks, 10c per bbl. more.

Winter Wbeat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	8 00	7 80
90 per cent.	7 80	7 60
Straight roller	7 60	7 40
Blended flour	7 60	7 60

CEREALS.—Whole market is considerably quieter this week. Oats continues to show some strength, but prices are too high for export, and so far as domestic business is concerned market is slow. Barley is in good demand for malting purposes.

Barley, pearl, 98 lbs.	....	5 00
Buckwbeat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Grabam flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, busb.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 70	3 90
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wbeat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—Market, while firm at present, can't be guaranteed, inasmuch as the wet weather is liable to put supplies in a much less advantageous position than they are now. Grass will grow, and from the millers' point of view, that will ease up the demand. Bran still remains the stronghold of the market.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Sborts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREAL.—Wheat has been fluctuating on the local market, and at time of writing is somewhat lower than week ago. The drop, however, has not been sufficient to make any change in prices of flour. There is also, of course, a considerable likelihood that another rise will come on the exchange, and still further advances are quite possible.

Oats, too, are showing no change in price, but it seems very likely that they will go higher. The Government is still buying all the oats that they can lay their hands on, with the result that millers are hard put to it to get suitable raw material for their work.

Corn is coming in in large quantities now, and being extensively used by the farmers. More and more it will have to take the place of oats for feed.

Manitoba Wbeat Flour—	Per bbl.	
Best patents	....	7 70
Second patents	....	7 10
Low grades	....	5 10
Rolled oats, 80's	....	3 50
Standard oatmeal, 98 lbs.	....	4 15
Cornmeal, 98's	....	2 50

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Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
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Nut milk chocolate, 5c bars, 24 bars, per box	0 85
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Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

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Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
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½ lb. tins, 2 doz. to case, weight 22 lbs.	22
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½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

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1 lb. tins, 2 doz. to case, per lb.	27

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1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

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M Bean or Gr.	38
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N Bean or Gr.	32
T Bean or Gr.	30
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Packed in 25 and 50-lb. tins.

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WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

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½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
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Jellied Veal, ½s, $1.60; 1s, $2.75; 2s, $4.50; 6s, $16.

Corned Beef Hash, ½s, $1.50; 1s, $2.10; 2s, $3.

Beefsteak and Onions, ½s, $1.60; 1s, $2.75; 2s, $5.

Cambridge Sausage, 1s, $2.75; 2s, $4.50.

Boneless Pigs' Feet, ½s, $1.50; 1s, $2.25; 2s, $4.25.

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Sliced Smoked Beef, tins, ½s, $1.75; 1s, $2.75.

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Ham and Veal, ½s, $1.

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Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, $1.25.

Ox Tongues, tins, ½s, $2.50; 1s, $5.50; 1½s, $8; 2s, $10.

Ox Tongues, Glass, 1½s, $10; 2s, $12.

Mincemeat, Hermetically Sealed Tins, 1s, $1.25; 2s, $1.95; 3s, $3; 4s, $4; 5s, $5.

In Pails, 25 lbs., 8c lb.

In Tubs, 45 lbs., 7½c lb.

In Glass, 1s, $2.25.

Plum Pudding, 1s, $1.75; 2s, $2.25.

Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85.

Clark's Peanut Butter—Pails 24 lbs., 15c per lb.

Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.95; 16 oz., $2.40

Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.

Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1.00; 3, $1.40; 6, $4.50; 12, $7.25.

Pork & Beans, Chili Flat, 1, 60c; 2, $1.00; 3, $1.15.

Pork & Beans, Tomato Flats, 1, 60c; 2, $1.00; 3, $1.15.

Pork & Beans, Plain Flats, 1, 60c; 2, $1.00; 3, $1.15.

Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15

Clark's Chateau Concentrated Soups, 95c.

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50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points ..	2 25

Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz. ...	0 67½
6 oz. tins, cases 4 doz. ...	0 90
8 oz. tins, cases 3 doz. ...	1 20
12 oz. tins, cases 3 doz. ...	1 65
16 oz. tins, cases 2 doz. ...	2 00
tins, cases 1 doz...	4 40
5-lb. tins, cases 1 doz. ..	8 40

Chocolate—Unsweetened—"Anchor"

10c cakes, boxes 2 doz.... 0 90

Cocoa—"Anchor"	Per doz
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or grouud, cs., 30 lb.	0 35

Cream of Tartar— "Anchor"	Per doz.
2 oz. pkgs., box 4 doz. ...	$ 0 90
3 oz. pkgs., box 3 doz.	1 35
¼ oz. pkgs., box 4 doz. ...	1 75
½ oz. pkgs., box 4 doz. ...	3 50
½ oz. tins, box 4 doz.	3 75
1 oz. tins, box 2 doz.	6 00

Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00

Flour—Potate—"Anchor"	Per doz.
Cases, 2 doz.	1 20

Icings, Prepared—"Anchor"	
10c pkgs., case 3 doz....	1 00

Mustard, D.S.F.—"Anchor"	
50c tins, boxes 4 doz. ...	0 50
10c tins, boxes 4 doz.	0 95

	Per lb.
¼s, tins, boxes 12 lbs. ...	0 40
½s, tins, boxes 12 lbs. ...	0 39
1s, tins, boxes 12 lbs.	0 38

Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen	0 90

"Anchor" Brand	Per case
Shaker Table Salt, free running, cases 2 doz., case.	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs...	0 37
1 lb. tins, cases 30 lbs. ...	0 36
2 lb. tins, cases 30 lbs. ...	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs...	2 50

"KING" NAPTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz. ...	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.....	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55

	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz...	1 45
"Wheat - Os" Breakfast Food, cases 2 doz.....	1 45

	Per doz
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED MONTREAL. Agencies. BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case..	6 00
Efficace	6 50
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., case.10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil, Cs. 25 11 lb. bars, lb. 0 11
Cs. 200 3½ lb. pieces, cs.... 5 50

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 08½
Box, 25 lbs., loose 0 08

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00
24 pints	7 50
24 ½ pints	5 00

Tins—	
20s, ⅛ gal.	3 00

A SEASONABLE SELLER

Goodwillie's Pure Fruits

The Highest Quality of CANADIAN FRUIT only, enters these glass containers

Agents:
ROSE & LAFLAMME
Limited
MONTREAL
and
TORONTO

You can get them from your Wholesaler

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

WHITE SWAN
SURITY of PURITY

"Toot Your Own Horn!"

Ordinarily a man's modesty prevents him from "Talking about himself."

In business it's differeut. "Toot your own horn".

If you have an article that has merit—tell your customers so!

If you are giving them better service—advertise it!

Do not hide your light under a bushel—it doesn't pay!

Apply yourself diligently to giving your customers the class of service that you know they will appreciate.

Handle only the lines that you can conscientiously recommend and do not let any other motive swerve you from this principle.

Make your prices right — consistent with quality—and remember that you have certain customers that demand the best regardless of price.

This is the kind of trade you should cultivate, because by doing so you can retain the cheaper class as well—but if you cater only to the cheap trade you certainly will not get any high-class trade. Everybody likes to deal at the "best store in town".

Give your customers and all should-be-customers a REASON why they should deal with you—and then tell them about it.

In other words, "Toot your own horn"!

White Swan Spices and Cereals, Ltd.

Pearl Street, TORONTO

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOUR, N.B. CANADA
Diploma awarded at St John Exhibition 1895
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

—and Now for the Lenten Season with its Heavy Fish Sales

No better opportunity to lay the groundwork for heavy year-round fish sales than with the quality of

Brunswick Brand

Caught in the choicest fishing grounds on the Western Atlantic in close proximity to our sanitary factory, the various lines of Brunswick Brand come to you fresh, firm and appetizing.

Every sale during the Lenten Season means many additional sales during the year. For once a housewife tries Brunswick Brand, her appreciation of its goodness, convenience and utility is usually reflected in continued purchases. While the opportunities are good—build NOW for year-round business.

Replenish your stock to-day.

Connors Bros., Limited

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS in TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOUR, N.B. CANADA
Diploma awarded at St John Exhibition 1895
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 35

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. cbrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs., of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in "Canadian Grocer."

Try it out.

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

Lemons

are getting scarce.

Get Wise

Keep your supply up.

Send your jobber an order for any of these brands:—

"St. Nicholas"
"Home Guard"
"Queen City"
"Puck"
"Kicking"

J. J. McCABE
Agent
Toronto

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

Gives Your Business Prestige

Shirriff's has by sheer merit won its way into the hearts of housewives everywhere.

When a customer asks you for Shirriff's, it means prestige to your store if you can give her what she wants. Substitutes leave a bad impression.

Shirriff's

True Vanilla

once sold means a steady customer coming into your store—and there is a good profit in Shirriff's, besides.

Shirriff's is fifty per cent. stronger than the Government standard. The finest Mexican Vanilla beans are used. Shirriff's invariably gives complete satisfaction.

If you are not already helping to supply the demand for Shirriff's, write us.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce— Per doz.	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases
All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 66
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

Extra Fancy, Well-Bleached

California and Florida

CELERY

Just unloaded two cars, one of each. The quality of both is very fine, and our prices are right. Send your order in to-day.

We can also look after your orders for

Haddies, Fillets, Ciscoes, Bloaters, Kippers, Smelts, Lake Herring in Brine.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Guelph and North Bay

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MacLean's Magazine

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., LTD.

143-153 UNIVERSITY AVENUE, TORONTO

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE

THE MERITOL CHEMICAL CO.

725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

Don't miss our FREE DEAL on

EPPS'S COCOA

in the new style tins.
Write to-day for particulars.

FEARMAN BROS., - - 66 YORK ST., HAMILTON, ONT.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll Ontario

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS A R E WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED TO BUY—GENERAL OR HARDware store in the Eastern Townships. Give amount of last year's turnover, also stock on hand and terms, proprietor or rent. Box 74, The Canadian Grocer, Toronto. (8)

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

GORDON McDONALD & CO., 13 NORTHumberland Alley, Fenchurch Street, London, E.C., are buyers, for cash, of all kinds of dried vegetables, also a mixture of same called Julienne, in 1-cwt. bags, c.i.f. London, cash against documents. Samples and correspondence invited.

WANTED—SITUATION BY EXPERIENCED grocery clerk; first or take charge. Dis when suited. Apply D. M., 114 Smith St., Winnipeg.

AGENCIES WANTED

TRAVELLER CALLING ON HOTELS AND restaurants wants a good side line. Write Box 73, Canadian Grocer, Toronto.

GOOD AGENCY WANTED FOR GROCERY and drug trade covering Toronto thoroughly. Write Box 72, Canadian Grocer, Toronto.

WANTED FOR THE CITY OF TORONTO two good agencies, staple grocery lines preferred. Best of references and connections. Box 71, Canadian Grocer, Toronto.

FOR SALE

FOR SALE — BUSINESS OR BLOCK — grocery business established over four years; best location in Vancouver, B.C.; butcher in connection; on three-year lease; a large, commodious dwelling above; must be cash; reason for selling, retiring from business. Box 70, Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

Warehousing Storage

BONDED AND FREE STORAGE

Low Insurance rate. Cartage and Warehousing, General Forwarding.

Security Storage Company, Limited
98-100 Lombard St., Toronto

A SEED DEPARTMENT
will add to your profits
Kelway Langport England
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.
Buy well ahead to secure
LOWEST PRICES.
WRITE TO-DAY.

"THE CANADIAN"
Made in Canada.
Something new. A cheese cutter with case attached to hinge.
Saves expense of buying cutter and case separately.
Write for Prices.
COMPUTING CHEESE CUTTER CO.
Windsor, Ont.

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE
MACLEAN PUBLISHING CO.
143-153 University Ave., Toronto

Not a Luxury

The many uses and economy of

MAPLEINE

classify it as a necessity that goes far and costs little. As a flavoring it is very popular.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

Start With His Promissory Note

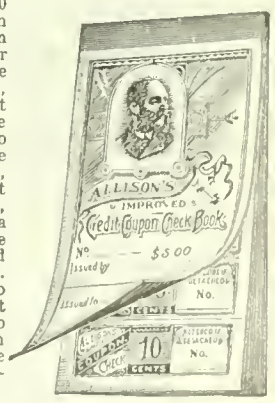
When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

ALLISON COUPON BOOKS

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

HOW THEY WORK:

A man wants credit. You think he is good. Give him a $10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with $10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

The Seed Drill and the Reaper

It is an amusing, and at the same time significant fact that men who criticize and condemn advertising the hardest are the men who advertise the least.

And the most violent critic of the lot is the man who doesn't advertise at all.

These men put up strange arguments against advertising sometimes, and one of their pet diversions is to compare advertising with Personal Salesmanship.

To compare Advertising with Personal Salesmanship is to compare the Seed Drill with the Reaper.

They are separate and distinct. Each performs different functions, yet each are necessary for the common good.

They work together, in the same field, for the same man, to the same end.

Advertising is the Seed Drill of Modern Commerce.

It plants the Seed of Good-Will in the minds of prospective customers. The seed grows to interest, and interest turns gradually into a desire to possess. The harvest ripens and is garnered in by the ever-ready salesman.

The salesman is the Reaper of Modern Commerce.

He reaps where advertising has sown.

Advertising performs the missionary, the educational and the preliminary work—the Salesman comes along and with minimum exertion carries away the order, and frequently all the glory of securing it.

He reaps most who sows the best, and a just man will not forget the seed drill when the reaper is at work.

Rate Card and Full Information gladly furnished on request.

THE CANADIAN GROCER

143-153 University Avenue, TORONTO, ONTARIO

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Stock Fish Now

BE PREPARED

For that army of Fish consumers who will want Fish for Dinner two or three times a week for the next Five weeks.

VICTORIA SALMON

Bright Red Sockeye, of the very best Quality, solidly packed, full-sized, attractive one-pound tins, the equal of any canned Salmon on the market, costs you

$2.25 doz. Sells for 25c tin.

Why pay more? Send for a sample tin on your Letterhead now, and be convinced.

ALSO

Salmon to sell at 5, 10 and 15c.

VICTORIA SARDINES

Best Norwegian Sardines in Pure Olive Oil. They certainly are worth more than we ask for them.

$9.00 case. Sells for 15c tin or 2 for 25c.

Good imported Sardines, $8.00 cs.
Canadian Sardines to retail at 5c.

SALT FISH

Get our Prices for No. 1 Labrador Salmon and No. 1 Extra Medium Cod Fish.

We are the lowest. **Write for prices.**

Rock-bottom prices. Courteous Service. Prompt Delivery.

Laporte, Martin, Limitée

568 St. Paul St., Montreal

Telephone Main 3766

Out of One Hundred Men who Essay to Run Retail Stores, Ninety-five Fail

Fewer men succeed at keeping store than at any other occupation. It seems easy to make a living by selling goods at a profit. To the outsider a retail store looks like an El Dorado of Easy Gains. But only five per cent. of the men who attempt to grasp these easy gains achieve a permanent success.

Why?

This is a question that affects not only retailing, but every branch of business. The manufacturer, the wholesaler, the banker, are all directly concerned. Conditions which affect the merchant reflect their influence on all branches of industry and commerce. If a man starts a retail store and fails, the manufacturers and wholesalers who supplied him with goods share in the loss. The banker may also figure in the liability. On the other hand when a merchant, by force of good merchandising and sound business methods, works up a profitable and permanent business, the manufacturer, the wholesaler and the banker all share in his prosperity.

AND SO THE REASONS FOR THE LARGE PERCENTAGE OF FAILURES IN THE RETAILING WORLD ARE OF DEEPEST INTEREST TO MEN IN ALL BRANCHES OF BUSINESS.

Under the title "Service and Super-Service," William Byron tells in the February issue of MacLean's Magazine why the few succeed and the many fail. Briefly, it simmers down to this: The man who goes into business to sell goods cannot win his way to the top—and stay there. In order to succeed it is necessary to sell service—even super-service—to the public; the best possible service compatible with a reasonable profit. Too much service is as bad as too little, for after all a man cannot stay in business unless he is making a profit

You will be interested in seeing the development of this theme, in reading the article through. It contains a wealth of valuable information.

Buy
Maclean's
Magazine

MACLEAN PUB. CO.

20c. a copy. $2.00 a year

Safeguard Your Investments!

READ

THE FINANCIAL POST

OF CANADA

THE CANADIAN NEWSPAPER FOR INVESTORS

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK RETURN SINCE 1896 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

Gives its readers information essential in determining the quality of investments. Provides an up-to-date history of financial and commercial undertakings as a guide to present and prospective investments.

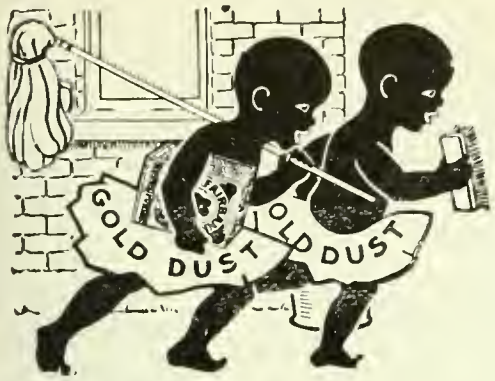
The Investor's Information Bureau is conducted, free of charge, for the benefit of subscribers.

Write for a free sample copy.

The Financial Post of Canada

"The Canadian Newspaper for Investors."

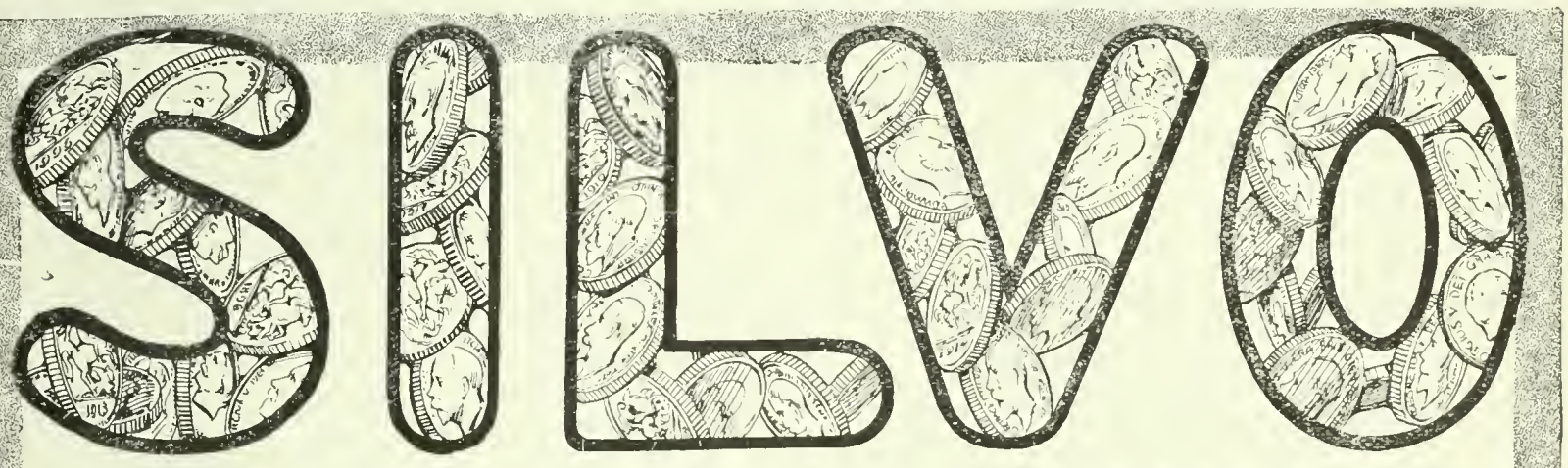
143-153 University Avenue
TORONTO



GOLD DUST

From house to house throughout the land GOLD DUST is the best known cleanser. Best known to the housewife because of its cleansing powers; best known to Grocers because most often asked for. Back of its wonderful popularity and steady sale is steady advertising that keeps the name and fame of GOLD DUST always before the consumer. Direct the demand thus created to your store by special window and shelf displays of GOLD DUST.

THE N.K. FAIRBANK COMPANY LIMITED



There's Money in SILVO

Its cleaning power on silver is magical. The heavy rubbing necessary with ordinary polishes wears off the plate. With SILVO just a light, brisk rub produces the required results quickly, and with little work. Stock SILVO and you will secure a profitable line that you can recommend with every confidence to your customers.

SILVO brings repeat orders. Write for trial sample and prices.

RECKITTS' (Oversea) Ltd., 122, Wellington Street West, Toronto.

FIVE ROSES

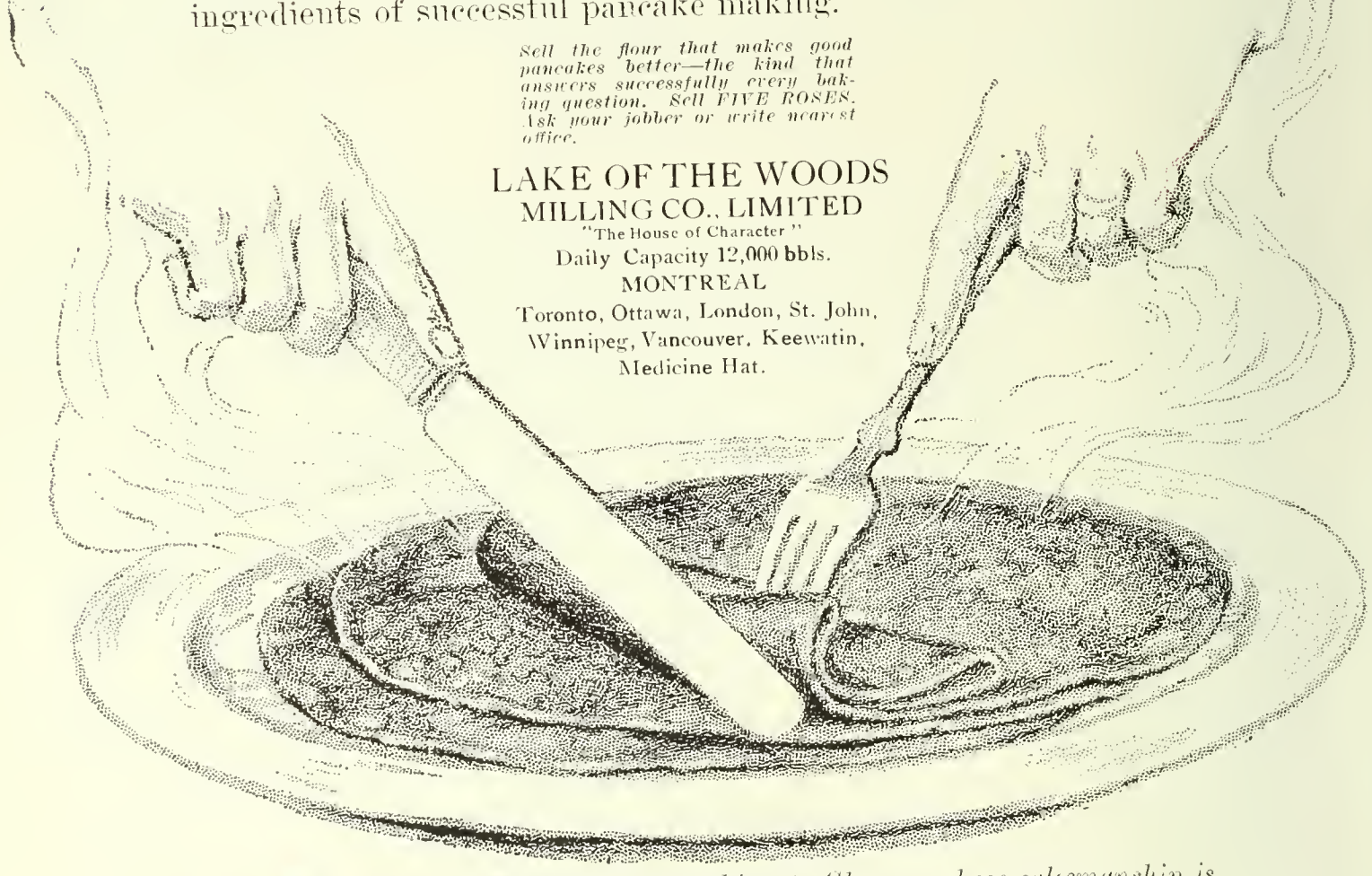
Folks not even hungry at first have been caught in the act of devouring an enormous number of the hot pancakes FIVE ROSES flour makes. Because these cakes and waffles pan out surprisingly — looks, flavor, aroma, and eating attributes creating a hunger that only a large quantity of flour in the shape of cakes can satisfy. They fill a vacant place so pleasantly.

Make The Frying Pan Work For YOU.

Don't toss profits away by selling inferior flour—not only flour profits, but the indirect revenue from the sale of syrup, honey, butter, eggs, soda, sugar, salt, and all the other minor ingredients of successful pancake making.

Sell the flour that makes good pancakes better—the kind that answers successfully every baking question. Sell FIVE ROSES. Ask your jobber or write nearest office.

LAKE OF THE WOODS
MILLING CO., LIMITED
"The House of Character"
Daily Capacity 12,000 bbls.
MONTREAL
Toronto, Ottawa, London, St. John,
Winnipeg, Vancouver, Keewatin,
Medicine Hat.



WE DON'T leave anything to Chance, whose salesmanship is unreliable. To make the Frying Pan work overtime for dealers the famous FIVE ROSES Cook Book gives many tested Pancake Recipes. And a whole chapter in that popular kitchen bible describes delightful ways of turning FIVE ROSES FLOUR into griddle cakes and waffles. Close to 200,000 Made-in-Canada housewives have already been taught to consume more Flour. Doesn't this increase appreciably the retailer's turnover?

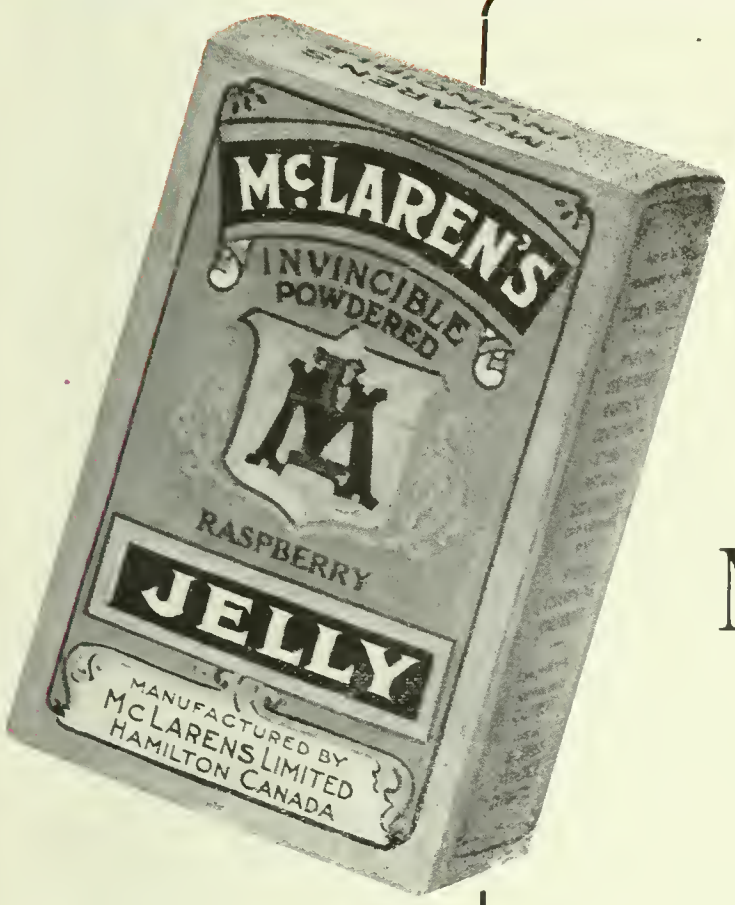
HOUSE-CLEANING ISSUE

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX PUBLICATION OFFICE: TORONTO, MARCH 5, 1915 No. 10



Even imported strawberries make an inexpensive dessert when they are used with

McLaren's
Invincible
Jelly

You can solve the 'tween season problem for your patrons by selling them this "Invincible" MADE-IN-CANADA Jelly Powder, and suggesting the addition of a few fresh strawberries or a combination of Fruits and Nuts. **Put in a display on your counter and in your window.** Use one of our natty display cards. Boost Sales.

We supply handsome colored display cards which will attract the notice of the most indifferent passer-by.

Write to-day for a set.

McLarens Limited
HAMILTON
and
WINNIPEG

"THISTLE BRAND" FISH

is the Response to Tasty Meals and Economy

The grocer who pushes fish that wins the confidence of his customers, proclaims far more than mere good judgment. He shows sound business insight, which considers not only the present needs of his customers but the value of shaping their future habit of buying the same brand—ALWAYS.

So well have "Thistle Brand" Fish met the call for tasty meals and economy that the housewife's appreciation of this satisfying brand is felt in heavy sales the year through.

Caught in the best fishing beds in Canada, only the choicest and best fish are selected for "Thistle Brand." Cured and canned a few hours after coming from the sea, "Thistle Brand" Fish reach the table fresh and appetizing.

The Lenten season brings one of the rarest opportunities to lay the foundation for year 'round fish sales with "Thistle Brand" Haddies and Flaked Fish. Replenish your stock and map out some attractive window displays *to-day*.

Every tin guaranteed.

ARTHUR P. TIPPET & CO.

SOLE AGENTS -:- MONTREAL, QUE.

For sale by all Wholesale Grocers

Ask your wholesaler for Pure Cane

Lantic Sugar

In our 2 and 5-lb. cartons, 10 and 20-lb. cotton bags we pack only Extra Quality "Fine" Granulated.

In our 100-lb. bags and barrels we pack both Extra Quality "Standard" and "Fine" Granulated at your option.

Quality Guaranteed

—the product of the newest and most up-to-date refinery in the world.

Now in transit to your wholesaler.

ATLANTIC SUGAR REFINERIES, Limited

Montreal, P.Q. St. John, N.B.

Don't pay toll to the moist warm weather of spring in spoiled goods.

If you consider that a dollar saved is a dollar made you will do well to drop us a card to-day asking about the features of the

ARCTIC Refrigerator

— the refrigerator that not only preserves, fresh and sweet, the most perishable eatables, but displays your stock appetizingly at the same time.

The dry, cold, circulating-air system of the Arctic eliminates all moisture and keeps the air perfectly pure and free from odors.

Write for Arctic catalog, showing various styles.

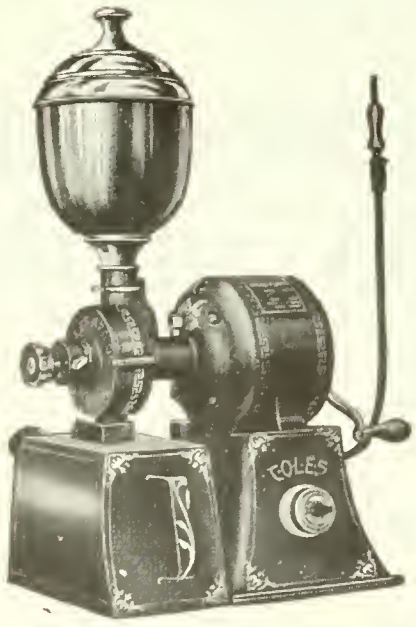
John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "**right.**"

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

CLEAN STORES CLEAN PROFIT

THE CITY GROCERY STORES,
J. E. Nix, Prop.
Edmonton, Alberta,
January 26th, 1915.

Imperial Oil Company, Limited,
Edmonton, Alberta.

Re Standard Floor Dressing.

Gentlemen:—
Kindly forward at once one 5 gal. tin of your Standard Floor Dressing.

We have tried during the last five years several kinds of floor dressing and have found none to equal the Standard. It is the best thing we have ever used as a dressing for our floors and we consider it much better for keeping down the dust than any sweeping compound.

Very truly yours,
The City Grocery Stores.
J. E. Nix, Prop.

STANDARD Floor Dressing

on your own floors will keep your store bright and fresh-looking and your stock free from dust. It eliminates disease germs, preserves the floors and lowers cleaning costs. One application lasts from 3 to 6 months.

Stores, offices, warehouses, etc., form a field for the sale of Standard Floor Dressing which has proved profitable for many grocery stores. It will pay you to stock Standard Floor Dressing. Supplied in half-pint, pint, quart, half-gallon, gallon, and five-gallon lithographed cans; also half-barrels and barrels.

MADE IN CANADA

THE IMPERIAL OIL COMPANY LIMITED

BRANCHES IN ALL CITIES

MADE IN CANADA

E D S

Feature Canada's Quality Jams this month in the large pails

As spring draws close the stock of home-made jams grows smaller and the demand for a truly worthy substitute becomes more insistent.

E.D.S. Jams and Jellies Are the Solution

They, with their true fresh fruit flavor (the result of the careful and quick processing after the picking of the ripe fruit), appeal to the most discriminating people.

By selling them in pails you can increase your profit, and save money for the housewife, which means much this year.

Trim up a window with E. D. S. Jams and Jellies, and make the pails the centre of attraction. Show the pails on your counter.

Boost the exclusively Made-in-Canada quality Jams and Jellies—E. D. S.—Sell them by the pail. Stock up now.

E D S

Made only by

E. D. SMITH & SON LIMITED

WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

Borden's

Milk Products

fit in quite as perfectly for the daily use of the whole family, as well as for infants and special social functions.

In fact, with many households the infinite purity, richness and keeping qualities of Borden's make them preferable to dairy milk. Why not let your window and counter displays direct attention more decidedly to Borden's? Get after BETTER sales to-day.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office:
No. 2 Arcade Bldg.
Vancouver, B.C.

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well

A big cent's worth of delicious quality
Flexible Licorice

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

National Licorice Company

MONTREAL

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED

CREDITON, DEVON, ENGLAND

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

The need just now for a change from shop-withered, shop-stale vegetables—for better, firmer, fresher vegetables—just as they come from summer fields;

The need for something to shorten the weary toil of housework, to eliminate waste and inconvenience;

The need for more tasteful, appetizing, satisfying soups, just now, when winds are chill and days are drear;

Any wonder most housewives find so many occasions to use

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

SIMCOE BRAND Summer Vegetables

An assortment of Turnips, Carrots, Onions, Barley, Rice, Peas, Cabbage, Celery—all ready chopped and seasoned. For the most delicious and nourishing soups she just adds one tinful to the boiling meat.

Get this quick-selling SIMCOE Brand to the fore in your store. Ring up your wholesaler or write.

WAGSTAFFES' LUSCIOUS GRAPE JUICE

Made from fully matured selected Concord Grapes. The grapes are stemmed, crushed, then pressed. The luscious juice pasteurized in Splits, Pints and Quart bottles.

Wagstaffes' Grape Juice is acknowledged to be the best that is made in Canada or the States. Mr. Grocer, it will pay you to stock it.

WAGSTAFFE LIMITED

HAMILTON, CANADA

TEA

To take the place of the lower grades of Ceylon, Indian and Japan Teas, which are quoted at exorbitant prices, careful buyers are looking to China Teas, many of which have special merit and show exceptional value—of these kinds we can offer at attractive figures very good Young Hysons, Gunpowders and Congous.

Write for samples and quotations.

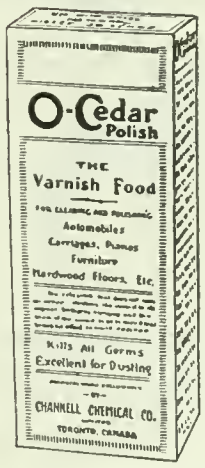
John Duncan & Co.

Established 1866 MONTREAL

O-Cedar Polish

(Made in Canada)

Should Be On Your Shelves This Spring



Your customers will be asking for this package.

Spring Business

Every grocer can add to his profit and business by carrying O-Cedar Polish.

Our advertising will bring you the business. It's up to you to stock the goods and make the profit.

We have created a tremendous demand which you might just as well supply. Every woman who enters your store is a purchaser.

Write Your Jobber To-day.

Miss O-Cedar and Her Polish.

Channell Chemical Co., Limited

369 Sorauren Ave. - TORONTO

Everybody is wanting 'CAMP' COFFEE

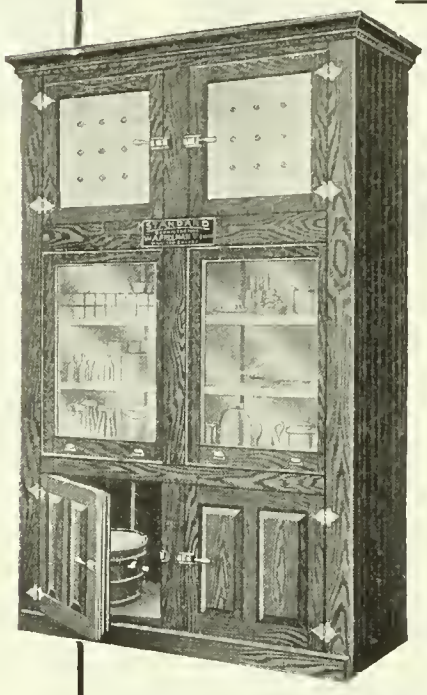
NOW'S your opportunity to supply it. Sales are rising by leaps and bounds—'Camp' has hit the public taste and it means profit for the grocer.

Get 'Camp' on your counter and in your windows, you'll be surprised how quickly it sells.

'CAMP' COFFEE

R. Paterson & Sons, Coffee Specialists, Glasgow

Freeman's Improved Standard Cold Dry Air Refrigerator



for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

—

SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited
Hamilton **Ontario**

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake, Manitoba

It's Tobaccos that Fit Your Customers' Special Tastes that Bring Largest Sales

The Rock City Lines find a responsive chord in the tastes of almost every tobacco lover. Full in aroma, yet not too strong in flavor, you'll find they'll bring heavy and repeat sales to your store. Here are the three most popular lines:

"Master Mason" "King George" Navy" "Rose Quesnel"
SMOKING CHEWING PLUG SMOKING

Stock up to-day.

Rock City Tobacco Co.
LIMITED
QUEBEC and WINNIPEG

Black

Blacker

GIPSY

Stove Gloss

Intensely Black.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"

SALMON

FINEST
BRITISH
COLUMBIA
SOCKEYE

QUALITY
IS OUR FIRST
CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Jot this down—

Every time you cut cheese in the old time butcher's knife way, you are wasting cheese, wasting time and giving customers a bad impression of your store and methods.
The Perfection Cheese Cutter is the simplest and most accurate on the market; computes by the 5c worth, no matter what price per lb.; simply set.

Made
in Canada

Mail your order to-day to nearest jobber, agent or to us direct.

AMERICAN COMPUTING CO. OF CANADA
HAMILTON, ONT.

Century Salt

Pure,
even
crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt.** The salt that is best for table or dairy. Every store should handle **Century.** Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT Co. Limited
SARNIA - ONTARIO

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoontul to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly —no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

Made in the cup at the table

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

NOTICE

To the Retail Grocers and Confectioners of Manitoba, Saskatchewan and Alberta

We take pleasure in advising our many customers and the trade in general that we have appointed

TELFER BROS., LIMITED, of Winnipeg

As our Western Canada Representatives for our World-Famous

"Kreemy" Toffee

Write them at once for samples and quotations for immediate shipments.

Remember—"Sharp's Kreemy Toffee" is not ordinary Toffee, but a pure, delicious, free-chewing Toffee that ever appeals to all people who enjoy wholesome confection.

EDWARD SHARP & CO.

"KREEMY WORKS"
MAIDSTONE - - ENGLAND

OLIVE OIL: "EXTRA VIRGIN," ½ Gal. Tins..... ...$1.10 per tin
Gal. Tins.....$2.15 per tin
(Less than cost of importation to-day)

EVAPORATED PEACHES: 25 lb. Boxes.....6½c. per lb.
(Cheaper than Apples)

SULTANA RAISINS: Turkish Extra..... 8½c. per lb.
Corinthian Giants.....12½c. per lb.

Write, Wire or 'Phone at Our Expense—Adelaide 867, 1057, 941

WARREN BROS. & CO., LIMITED, QUEEN AND PORTLAND STS., **TORONTO**

Canada's Clark's Best

Pork and Beans

Plain Chili Tomato Sauce

Our message to you this week, Mr. Grocer, is not a new one; we cannot do better than emphasize the old.

WE GIVE YOU THE QUALITY
YOUR CUSTOMERS APPRECIATE THIS
YOU KNOW WHAT SELLS.

BUY GOODS
MADE IN CANADA

But

Buy Them

on

Their Merits

PUT YOUR STOCK IN SHAPE NOW

W. CLARK, LIMITED - - MONTREAL

Tartan BRAND

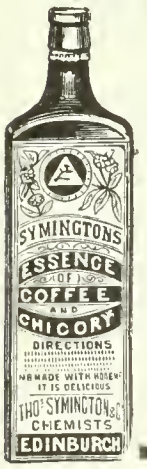
THE SIGN OF PURITY

Teas, Coffees, Spices, Baking Powder, Extracts, Jelly Powder, Grocers' Sundries, Canned Goods, all kinds of Fruits and Vegetables, Salmon, Soap, etc. Headquarters for high-grade Teas and Fancy Groceries.

'Phone at our expense.

3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON



No other coffee will give your customers

so much real satisfaction with so little trouble as

SYMINGTON'S COFFEE ESSENCE

Reg'd Trade Mark

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

THOS. SYMINGTON & CO.,
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

40 Cups from one bottle

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

This is a fine Table Cane Syrup

in an attractive 2-lb. tin.

A good seller. Have you tried it?

We Can Supplant German and Austrian Woodenware Specialties

If we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.
J. W. Bickle & Greening, Hamilton.
F. M. Baker, 27½ Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St., Ottawa,
W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

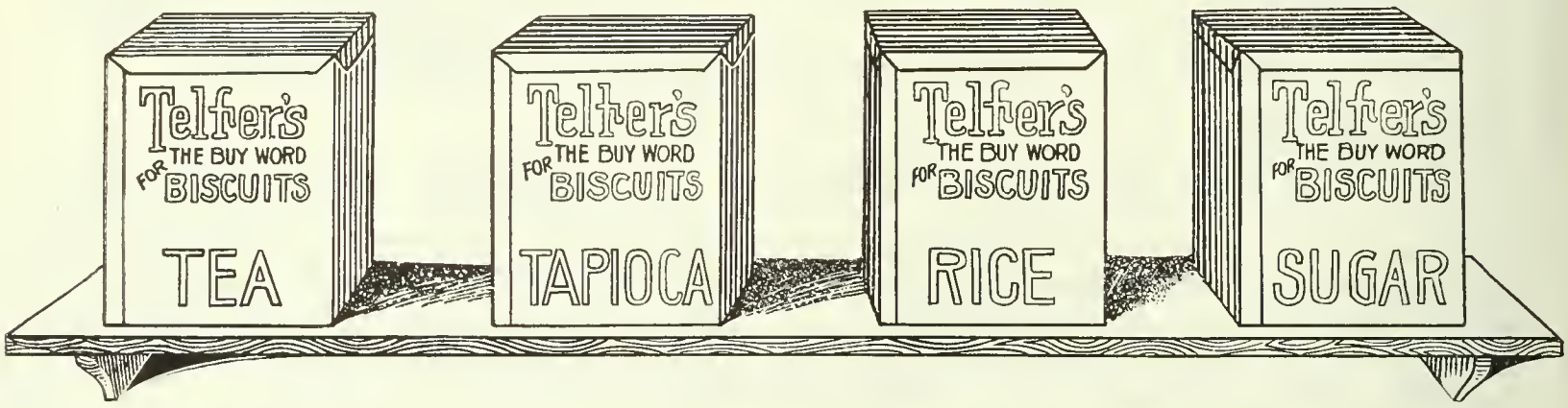
ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

A biscuit sales-getter



The New Pantry-Shelf Tin That Every Housewife Needs

It's just another Telfer score — another real sales producer for the Grocer who features Telfer Biscuits. This new tin has a double life—it is a retainer of the fresh-from-the-oven crispness of Telfer's Biscuits; when empty it helps the good housewife to keep her pantry stock in fine shape.

Increase biscuit buying by featuring this Telfer innovation. Start the ball rolling to-day.

To the Housewife,

Dear Madam:

The appearance of your pantry shelf is what we want to improve, without any extra cost to you, and we will save you many minutes on a busy baking day. These items, you know, are of great importance to the housewife.

Our idea is to supply you with a complete set of air-tight pantry shelf tins, **free of charge**. No doubt, in the past, you have bought Soda Biscuits in tins and, when emptied, used the tins for other purposes. These were handy tins, but not just what you wanted, as the labels soon became soiled and torn. Again, you were put to the inconvenience of opening a number of tins before finding the article wanted. These troubles are now a thing of the past, if you, when next ordering soda biscuits, specify **Telfer's 2-lb. tin**, and when the biscuits are used, upon washing off the label, you have a perfect pantry shelf tin, already **stamped** with one of the following names: Rice, Sugar, Tea, Coffee, Sago, Cereals, Tapioca, Cornmeal, Raisins, Currants, Spices or Peel.

Start a collection to-day, and besides fitting your pantry with a neat set of tins, you will be enjoying Telfer's Sodas, which are superior to any others sold in Canada. Your grocer can supply you with this special tin of Telfer's Sodas at the regular retail price of sodas in 2-lb. tins. If your grocer has not received his shipment, write us direct, giving us the name of your dealer, and we will see that you are supplied at once.

REMEMBER, you must ask for Telfer's Biscuits to get your stock of pantry tins. Should you receive a duplicate of any name we would suggest that you exchange with your neighbor.

Yours very truly,

TELFER BROS., Limited.

100,000 Canadian Housewives Have Read This Letter.

Telfer Bros., Limited

BISCUIT MANUFACTURERS

TORONTO ONTARIO

A Strong Market

Teas of all kinds are very firm. Prices ruling to-day are much higher than they were a month ago. All indications point to a continued high market. Anticipate your requirements, and then get our quotations. We have some exceptional prices to offer, and we feel confident that our values will surprise you. Get in touch with our Travellers or direct with our Sales Department at our expense. We are protecting our customers in our usual good manner, and our high-grade service is better than ever. Include in your order a case of

MELAGAMA

Tea and Coffee—The lines that the people demand

MINTO BROS., Limited, TORONTO

That good old winter smoke

when dad drops into his cosy arm-chair and sticks his feet up on a high level, is made a pleasant reality when the good old pipe is filled with **T and B Myrtle Cut.**

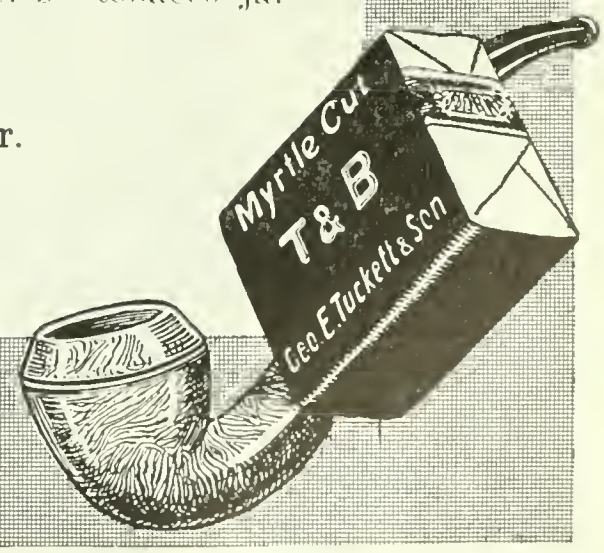
Have you catered to the family man's tobacco needs by suggesting that the good housewife keep "Father's" tobacco jar filled for him?

This trade is worth while—go after it.

Order "Myrtle Cut" from your Wholesaler.

Tuckett Limited

HAMILTON, ONT.



Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer — Foodstuffs — Exporter
I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

A want ad. in this paper will bring replies from all parts of Canada.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG, - MAN.

One Inch Space
$1.00 Per Issue
on Yearly Order

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

Kitchener's Philosophy

Earl Kitchener is reported to have said in a recent interview that "Generals win battles, but soldiers win campaigns." And Kitchener knows.

The retailers' version of this great saying is "Merchants win sales, but the goods win permanent success."

The first sale can be gained by good sales tactics, but the repeat sales can only be gained through the merit of the goods themselves.

Cheap teas are dear at any price. Quality in tea more than any other article should be the first consideration. The distinctive qualities of Red Rose Tea are kept absolutely uniform by the expert blending of rich, strong teas from the Assam district of Northern India with Ceylon teas, producing the famous Red Rose flavor.

Your success depends on the quality of the goods you sell. Try recommending Red Rose in the tea line.

Red Rose Tea

"IS GOOD TEA"

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a praetical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

The Queen of Quality Pickles and Catsup

"Queen Quality"

meets the popular demand for delicious, appetizing relishes. They appeal to all classes of trade because they are made right and from the finest ingredients.

Are you selling these lines?

Sweet Mixed and Chow Bulk Pickles, in pails

English Chow Chow, in pails

Pure Tomato Catsup, bottled or in bulk

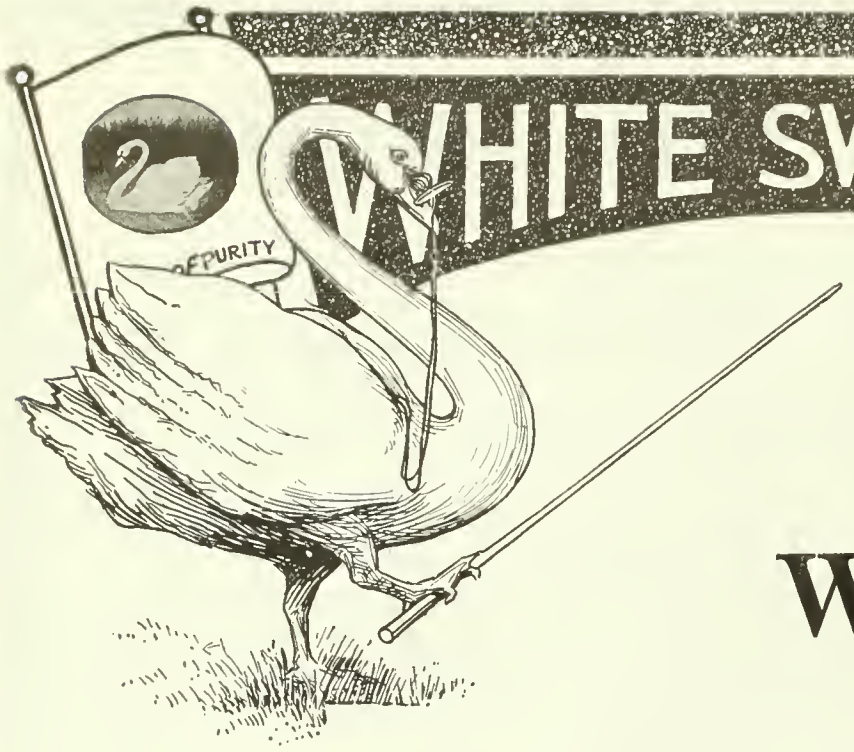
Worcester Sauce, bottled or in bulk

Queen Quality Universal Sauce

Put up in 10 and 20-ounce bottles.

It will pay you to send for quotations on these and our bonded spirit and cider vinegars.

Taylor & Pringle Co., Owen Sound, Ont.



War Taxes

Grocers and General Storekeepers everywhere are being severely criticized for the advances in foodstuffs due to the revision of the tariff and other unfortunate circumstances caused by the war.

Prices of staple commodities have risen during the past few months to levels that before the war would have placed them in the "Luxury" class.—But they are still necessities.

A large number of the manufactured lines have had heavy import duties imposed upon their raw material, and many other lines have risen simply by virtue of the demand being greater than the supply, plus the uncertainty of present causes remaining with us indefinitely.

Spices do not grow in Canada. Some are produced in the war area—all are affected by the increased dangers and costs of ocean transportation.

Cereals have gone up tremendously — wheat to-day, for instance, is quoted at $1.50, whereas prior to the war the price was little more than half of this.

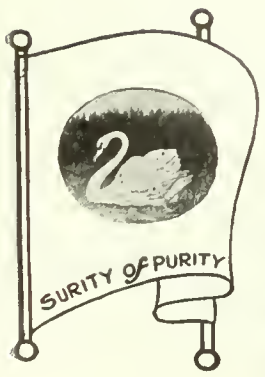
These several points are contingencies that no Canadian firm can avoid, but we must face the situation with the resolve to make the best of it.

We stand for honest prices in this the greatest crisis that Canada has ever had and we must—and will—come what may —maintain our reputation for goods of the highest standard.

The underlying principle of every WHITE SWAN sale is "VALUE," and regardless of price this must be the essential element with every sale.

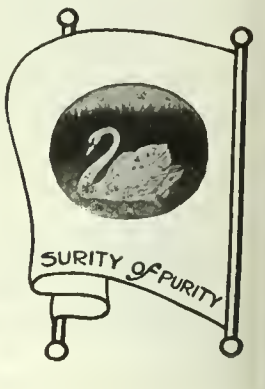
Remember that Canada is an Agricultural Country—a producer of foodstuffs for which there is a keen demand to-day. The farmer is getting big prices for his grain, his cattle and his hogs. He has more money to spend this year—he can pay that bill he owes you.

Make use of the "MADE IN CANADA" slogan and help to change the balance of trade in Canada's favor and Canadians will prosper.



WHITE SWAN
SPICES AND CEREALS, LIMITED

PEARL STREET, TORONTO, ONT.



Increase upon Increase

THE REWARD

OF QUALITY

The output of "SALADA" for the first seven weeks of 1915, averaged 197,188 pounds per week. This is a total for the seven weeks of 1,380,318 Pounds, which is equivalent to 690 Tons or, in gross weight,

98 CARLOADS

The Increase in Sales for the first seven weeks of the year, over the same weeks in 1914, amounted to 191,077 pounds. This represents a gain in sales of nearly

THIS IS A GAIN OF ABOUT FOURTEEN CARLOADS IN 7 WEEKS

and every pound of it in "SALADA," sealed aluminum packets. ***Who Says Bad Business?***

"SALADA"

TORONTO MONTREAL LONDON, ENG.

LARD

Keep your eye on the Lard Market! You know what Butter is selling at now, and there is no doubt but that it will be higher. All provisions will be higher before the snow goes. Then why not Lard?

You cannot go astray in buying for your wants, and you can make no mistake in buying "Star" Brand when you do buy.

Put up in tierces, tubs, pails, 20 lb., 10 lb., 5 lb. and 3 lb. tins, also in one pound cartons.

Made under Government inspection.

F. W. Fearman & Co., Limited
HAMILTON

Delays Are Dangerous

If warm weather comes early, are you ready for it?

Eureka Refrigerators are superior to anything else made, and are used by all the leading Butchers and Grocers in all parts of the Dominion.

You take no chance when you buy one.

Every Eureka is fully guaranteed.

Perishable goods are kept in the best possible condition, perfectly dry and wholesome.

A Eureka will pay for itself in a short time.

Write for Catalogue, or call at Showroom.

Eureka Refrigerator Company
31 Brock Ave. Limited **TORONTO**

The Life of a Child is to Eat

From the time he first rests in the cradle up until boyhood a child's every existence is to Eat. The nutritious, healthfulness of Robinson's "Patent" Barley and "Patent" Groats have won for both unprecedented favor. Robinson's foods constitute the main portion of a child's diet and you'll be surprised how many tins he can tuck away in a week or so. Get both Robinson's "Patent" Barley and "Patent" Groats on display and meet this big demand NOW.

Agents for the Dominion of Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO

EGGS BREAK, Because—

They Are the Most Fragile Article You Handle!

An Egg Carrier Built to Protect Eggs is Absolutely Necessary.

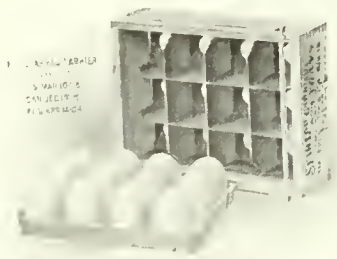
SAFETY FIRST—The Star System for Safe Egg Handling will deliver eggs WITHOUT BREAKAGE, Winter and Summer, because the Star Egg Carrier contains an ingenious cushion bottom upon which the eggs ride SAFELY.

The present condition of roads—icy ruts and ridges—offer no perils to eggs delivered with the Star System.

A TIME SAVER—With the Star System you can put up your eggs during spare moments, like sugar and other bulk articles.

This time saved during rush hours and in actual delivery will, alone, more than pay for the Star System for Safe Egg Handling, to say nothing of the saving of broken eggs, dissatisfied customers, and good-will.

Order One Star System for Each Vehicle You Run.



Four Dozen Star Egg Carriers.

5,000 Star Egg Trays Printed with Your Advertisement.

One Package Divisions to Keep Your Star Egg Carriers Always New.

IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL

STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street **Rochester, N.Y., U.S A.**

CANADIAN GROCER

VOL. XXIX TORONTO, MARCH 5, 1915 No. 10

In the Spring a Housewife's Fancy

Lightly Turns to Thoughts of House-cleaning—What She Needs To Carry Out Her Programme—What It Means to You?—Aids to Selling—Importance of Some Sort of Advertising.

Written for Canadian Grocer by E. A. HUGHES.

SPRING is here. We know it. There is no disputing it. The Toronto Globe has seen a robin, and Hon. Mr. White has brought down the Budget. These are the two harbingers of spring—not that we would suggest any connection between robbin' and the Budget!

Very soon we shall be made aware that spring is really here by the crop of spring poems. The paragrapher has been languishing for spring to come so that he could make a joke at the expense of the poet, and quote for the "nth" time, "In the spring a young man's fancy lightly turns to thoughts of love."

This is all very well. Possibly the young man's fancy does turn in that direction. But not so with the housewife nor her husband. Their thoughts turn to—spring cleaning. The housewife goes to the store and brings back an array of brooms and mops and powders and pastes, and puts on a dust cap. That dust cap is the signal for the husband to imitate the Kaiser and—retreat. If he is wise he takes note of the signs of the times. To the housewife housecleaning is a festival. It is a solemn rite and ceremony. It is a time for a splendid orgy of reformation. Let our husbands watch for that dust-cap. Just as the Germans think of "Der Tag," the housewife thinks of it too. With her "Der Tag" is the day she commences to sweep her husband out of house and home until such time as every bit of dirt shall be cleaned out from every nook and corner. Then she lets him sit in the parlor again but enjoins him with all earnestness, not to sponsor a single speck of dust or woe betide him.

What Is It To You?

How are you going to take advantage of the housewife's campaign against dirt, Mr. Retailer? All the women in Canada going hot and strong in a housecleaning direction ought to mean trade for somebody. Brooms and mops have to be bought. Pastes and polishes and cleaning powders must be applied. The housewife no longer depends for good results upon lots of energy expended. There are artificial helps galore. The old days of the mop, the broom, the dust pan, and the soap only have gone. The modern housewife demands these and more. She has as big an array of pastes and polishes and powders for housecleaning as Blanche Ring has of cosmetics. We mention a few of them. They do not supersede the old mop and dustpan and stove polish and such. They supplement them. Sweeping powder, liquid and powdered ammonia, all sorts and sizes of mops—window mops and floor mops—floor polish, silver polish, brass polish, wood polish, distemper, wall paper cleanser—in short, cleansers in some form or other for every mortal thing about the house will have to be bought. Are you going to get your share of the harvest? What is it to you? How are you going to avail yourself of the extra trade? Somebody once said that the opportunity of a life time must be seized in the life-time of an opportunity. How are you going to seize it?

THE GODDESS OF SPRING.

Special Selling Methods.

The first thing is some sort of advertising, either newspaper advertising, or show cards, or both. It is axiomatic that nothing worth while having was ever gained without cost to somebody. To get the trade you've got to get out after it, and lay out some money to make more. Advertising in the local newspaper is important. It should not be

neglected. There is a tendency to cut down expenses on account of the war and a man is liable to cut down the very sort of expense that is really money well spent. When you quit advertising, that is effective advertising—somehow, it doesn't matter how—you kill the goose that lays the golden eggs. And incidentally, goodness knows we need all that kind of goose we can get nowadays. A bright, topical ad. in the local newspaper is an important item in your campaign in going after this trade. It needs to be interesting, well worded and containing some good topical allusion to the period of housecleaning.

Show card writing is an important feature too. The appeal to Eyegate is as strong to-day as ever. Catch a man's eye and you are half-way to his pocket. Good show cards are a real help. You can't reach all your customers, personally, it may be. Then you've got to reach them by the written word. Bright show cards will help to do the trick.

Importance of the Window.

The window is, of course, a big factor. A good housecleaning window trim is a big selling force. One dealer suggests, in this connection, that the window should contain as many housecleaning lines as possible. This would appear to be sound sense. The power of suggestion of a window containing twenty aids to housecleaning is greater than that which simply displays, say, a line of brooms, or one particular polish. Your window is a silent salesman of the most valuable sort—if it is properly dressed.

The inside of the store should be rearranged, where possible, to meet the general scheme of special selling. You are going hard after the trade that is to be had on account of housecleaning. It isn't only the window alone that should be dressed accordingly. Your polishes and powders should be attractively featured, and prominently featured, in the store interior. Bring a tray of scrubbing brushes near to the counter where your customers will stand, instead of keeping them at the back of the store. A rack containing all sorts and sizes of brooms ought to stand near the door. And so on.

A good stunt alike for the window or store interior in connection with some polish or powder or paste is the "before and after" illustration. Retailers have found that this is really beneficial. It is an attention-attracting dodge. Get a pot or pan or piece of wood, and demonstrate on the one half, "Before Polishing," and on the other "After Polishing." The housewife becomes interested and wants to prove it for herself.

By Word of Mouth.

It is hardly necessary to point out that much can be done by the salesman himself. If a woman comes in to buy a mop the grocer ought to count those minutes lost in which he does not secure an order for some accessory, some polish or powder. The average customer may not think she needs it. But it's up to you to prove to her that she does. Does she want a dust pan, sell her that and, in addition, some furniture cream. Does she want a broom, sell her a broom, but don't let her get away without some wall-cleanser or something else. If every customer who comes into your store goes out with something more than she intended to buy when she came in, you are going to get over the effect of the war, and that mighty quickly.

It's up to the dealer. They say women can talk. Well, here's a chance for men to get their own back. Talk housecleaning judiciously to every woman who comes into the store. And if you don't get a good share of the housecleaning trade human nature—or rather, woman nature—is altering. And that doesn't seem feasible. There are some things go on for ever.

An original and particularly neat house-cleaning window trim. The house on the left was made of goods in stock, the roof being constructed of advertising cards.

The House-cleaning Advertisement

No Better Time to Test Power of Printer's Ink and White Space—What the Ad. Should Tell.

MOST grocers advertise in the newspapers prior to Christmas. That is a splendid idea, but there should undoubtedly be a publicity campaign on house-cleaning lines every spring. The housewife is very susceptible to suggestions when it comes to talking about the home. It is usually one of her hobbies to keep it in a clean, sanitary condition and when advice is tendered, and particularly through the newspaper, she is only too eager to consider it carefully.

On this page is presented a suggestion for an advertisement on house-cleaning lines. With the advent of March spring is not far distant, and many housewives begin their cleaning-up campaigns with the first rays of a hot March sun. This is a year when every retailer must look to increasing his turnover by selling as many lines of goods as possible. Probably in the advertisement suggested here are lines that have not in normal times been kept in stock. A little selling effort is bound to bring results, and if new goods are sold this year, they are going to take the place of, in some instances, decreases in sales of staples. This is not a year for giving up. The times necessitate greater energy than ever being put into selling work.

A Profitable Suggestion.

There is a certain grocer who makes it a point every Saturday—when his customers are giving their regular week-end order—to enquire about materials for wash day. "How about soap, bluing, clothes pins or laundry tablets?" he asks when the customer is trying to remember if there is anything else required—"Wash day, you know, comes on Monday." This little suggestion at the end of every week is never resented, and in a great many cases results in an enlargement of the Saturday order. It also obviates a special trip early Monday morning with a few bars of soap or some laundry tablets—and it is these special trips that mean loss of time and money from the wear and tear of the delivery outfit.

Too many retailers in writing their advertisements simply present lists of goods they have for sale, overlooking the more important matter of describing them or telling some interesting features about them. In the advertisement presented on this page, the feature is the uses told of the lines advertised. It is by this method readers get interested.

Remove the Dust and Dirt and Save the Doctor Bills

THE earlier the house is given a thorough cleaning the better. During the long winter, with stoves and furnaces going all the time, dust and dirt accumulates in every nook and corner. In the winter, too, there is usually insufficient ventilation in the home, and disease germs find no better breeding places. Just because they cannot be seen is no indication they are not there—take no chances, but get your supply of house-cleaning ammunition at once. Read carefully these suggestions:

Powdered Ammonia

Softens the water and eases the work of rubbing the floors and furniture. Blank brand, .. cents per package.

Sweeping Powder

Why sweep in clouds of dust when you can prevent it by the use of a little sweeping powder? Use it on the floors, rugs and carpets. Large can, .. cents; small can, .. cents.

Chloride of Lime

Nothing better for the closet or for sweetening drains. Every home should always have a supply on hand—one of the finest chasers of disease germs known, and the price of a tin is small, only .. cents.

Liquid Ammonia

Some prefer te ammonia in liquid form. Simply moisten the cleaning rag with it and it's ready for use. A good-sized bottle for .. cents.

Sink and Bath Tub Cleanser

You know how hard it is to get the dirt off the sides of the sink and bath tub. Blank brand is a powder which does the work with the least amount of rubbing. Per can, .. cents.

Lye

Another fine disinfectant is lye—there are few houses which do not keep a plentiful supply on hand. It will take up grease and other dirt from the floors as quickly and easily as anything. Per tin, .. cents.

Furniture Polish

To make the chairs, tables, window sills and other furniture clean and bright, use Blank Brand. Just rub it on with a clean cloth and it will produce a bright shine like new. Per bottle, .. cents.

Silver Polish

The table silver, no matter how good it is, soon tarnishes. Brighten it up with ————. This is guaranteed to brighten silver and give it a shiney, new appearance. Per bottle, .. cents.

Metal Polish

For shining up the brass knobs on the buffet and other furniture, a good metal polish is necessary. Try ———— Brand—it is recommended for pots and all metal fittings about the house. Per bottle, .. cents.

Brushes and Brooms

Did you ever think how much time could be saved the year round by brushes that get behind and under the stove and the radiators, and between the spokes of the broom? Why not make your work lighter? A full supply to choose from.

Dustless Mops

These mops are working wonders in thousands of Canadian homes. They get into the corners and pick up all the dirt. For your housecleaning campaign this year let the dustless mop help you Different sizes at ... and ....

Soaps

Of course you will not attempt house-cleaning without a good supply of soap. It is the ever reliable. We recommend ———— at .. cents per bar.

Mops, Washboards and Clothes Pins

A full supply on hand of all kinds of woodenware for the cleaning season. Come in and let us show you our stocks—made by the most reliable manufacturers.

Please remember we guarantee every line of house-cleaning helps advertised—they have all been tried and tested. Select your requirements at once from a full stock.

JAMES THOMPSON & SON,

75 Main Street **Phone 196**

Above is tendered as a suggestion for a house-cleaning newspaper advertisement. Retailers will fill in the brand names they wish to advertise and their own prices.

Tea Prices for 21 Years

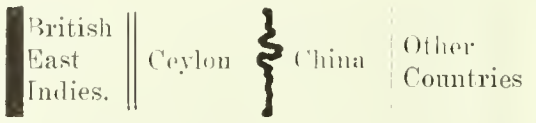
Chart Showing That Average Price of Indian Tea is Higher in London, Eng., To-day Than for Many Years—Quantities From Different Sources and Rates of Duty—Present Market Particularly Strong, and Will Likely Be Higher.

THERE is no more interesting or more important market to-day than that of tea. As those who have followed the reports of the London situation in Canadian Grocer during the past six months already know, tea is higher at the present time than it has been for many years. It is to show particularly the average prices on the London, England market since 1894 and the changes that have taken place since then, that the accompanying chart is reproduced herewith. This same chart shows the quantities consumed in Great Britain and Ireland from the British East Indies, Ceylon, China, and other countries each year since 1894, and the various changes in the rates of duty on tea coming into the United Kingdom.

Lowest and Highest Prices.

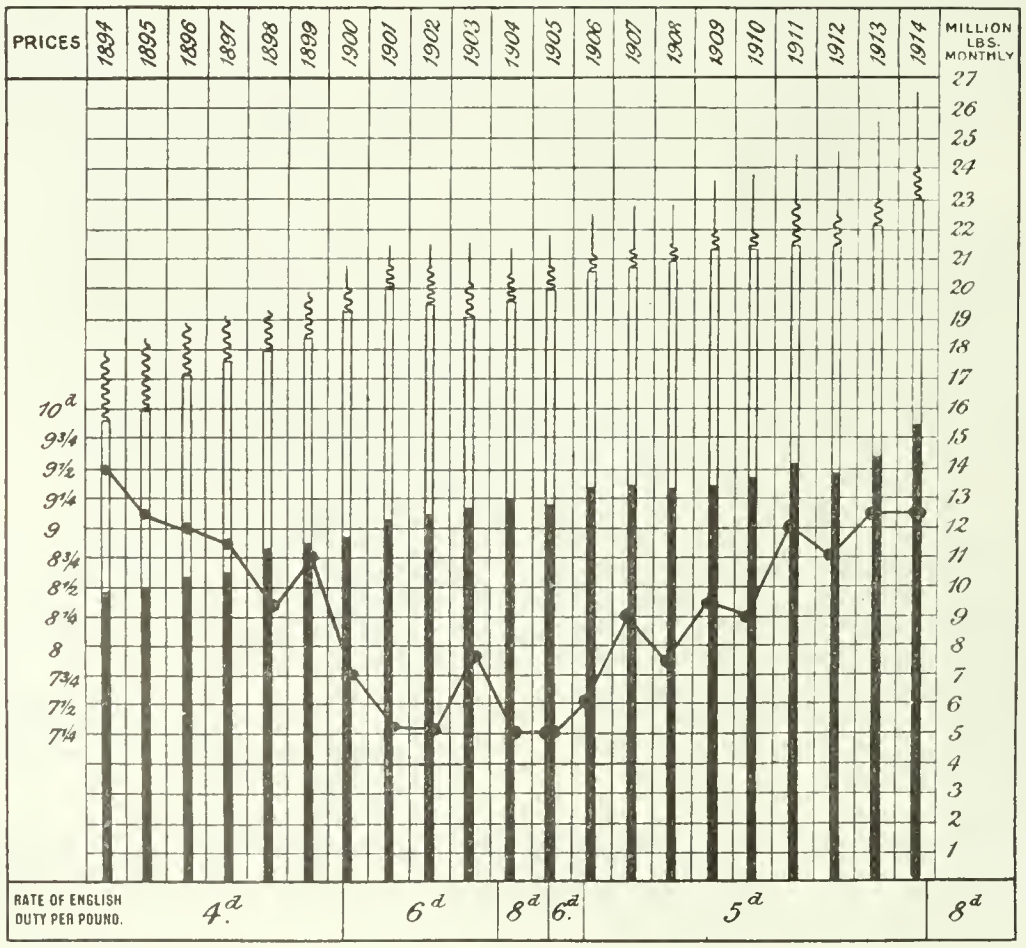
The zig-zag diagonal line running across the chart represents—when taken in conjunction with the figures in the left margin—the average price per pound of all Indian Tea sold in the London public auctions. For instance, in 1894 the average price was 9½d. or 19 cents per lb. In 1895 this average was reduced to about 9⅛d. and the average price gradually sagged until 1901 when it reached 7¼d. or between 14 and 15 cents. The average price then went up in 1903 to almost 8d. or 16 cents, but later dropped to the former low level of 7¼d. in 1904 where it remained until 1905. Tea has never since been as low in the London public auctions. Since then it has gradually risen, the chart showing that in 1914 the average price was about 18¼ cents. Since then the market has further advanced and the average price to-day is, therefore, higher than it has been at least since 1895 — twenty years ago.

The vertical lines in the chart show the avera gemonthly consumption in Great Britain and Ireland in millions of pounds and these vertical lines are subdivided as follows:



In 1914 it will be seen therefore that the United Kingdom consumed monthly an average of between 15,000,000 and 16,000,000 pounds from the British East Indies, about 7,500,000 pounds from Ceylon, 1,000,000 from China and 2,500,000 from other countries—a total of 26,500,000 pounds monthly. By tracing these vertical lines on the chart the reader will be able to determine the number of million pounds consumed monthly in Great Britain and Ireland from these various sources since 1894—multiply by 12 and the total annual consumption each year is secured.

In the margin at the bottom of the chart will be found the rate of duty existing on tea at different times coming into the United Kingdom. For instance, between the years 1894 and 1899 the duty was 4d. or 8 cents per pound; during the next four years it was up to 6d.; the following year to 8d.; the next down again to 6d.; then to 5d.; which rate remained in existence until the outbreak of the war last year when it was advanced to 8d. This chart is a particularly valuable one for any interested in the tea situation and we would suggest that it be kept on file for future reference.



Tea chart, showing average prices on Indian tea in the London, Eng., auctions since 1894. During latter part of 1914 tea was much higher than represented by the above average, and lower at the beginning. Average price of Indian and Ceylon at end of year was nearly 10d. at the auctions.

Market Exceedingly Strong.

Further tea statistics presented by large London firms show that the total offerings of Indian, Ceylon and Java tea at the public auctions in the metropolis during 1914 were 3,163,000 packages as compared with 3,217,000 in 1913 and 3,250,000 in 1912.

Following is an important announcement by a large London, Eng., tea house:

"The notification that the prohibition against the export of tea to Holland and other neutral countries is now removed, accentuates the serious position that the tea dealer, the blender and grocer, is placed in with regard to his tea supplies.

"Every pound of tea is wanted in this country to supply the public of the United Kingdom with tea at a reasonable price. The extra wanted for France, Russia and our colonies, will leave us short at the end of the season. If, on top of this, Holland, Norway, Sweden and Denmark can readily obtain tea—a large part of which will go to Germany—then the position is such that tea may show a further rise of pence per lb.

"Although the exportation of tea was prohibited to Holland and was enforced for nearly half of November, still the exportation from England to Holland for November, 1914, was

(Con. on page 34.)

Convention Dates Decided Upon

May 4 and 5 Have Been Set Apart for the Big Ontario Conference of Grocers at London — Hyman Hall is the Building—London is Known as the Forest City and Lies in Heart of a Fine District.

MAY 4 and 5 are the dates arranged by the executive of the Ontario Grocers' Section of the Retail Merchants' Association for their 1915 convention. Canadian Grocer has already announced that the event will be held in London, Ont., this year, which contains within its confines one of the most enthusiastic organizations of grocers to be found anywhere in Canada. May 4 and 5 fall on Tuesday and Wednesday—two days of the week when it is not difficult for the retailer to get away from business.

Large Attendance Anticipated.

Everything points to a big crowd this year and highly interesting and profitable sessions. Hyman Hall, which has been selected by the London members of the executive, is a fine building at the corner of Park and Queen's avenue in the heart of the city. London is a pretty city, and the last month of spring will find it in a most receptive mood to pleasantly receive the grocers of Ontario and their wives. Apart altogether from the importance of the business proceedings of the convention, there is a treat in store for not only those who have never been to the Forest City, but for those who know it well. London is live. The city's population in 1913 was 55,000, which was an increase of 7,000 from the previous year, and there is no city in Western Ontario better situated from the standpoint of railway facilities. From Western Ontario alone there should be a large attendance. Pres. Adam Palmer of the London Association and Thos. Shaw and Gordon B. Drake are the local members of the Ontario Grocers' Section executive and with the work of looking after the visitors in their hands, a smooth-running convention is to be expected.

Secretary W. C. Miller of the Ontario Grocers' Section will soon go up to London to assist the members of the executive there in their preparations.

A view of Springbank Park, London, Ont., showing a corner of the Thames River on the left.

A few weeks ago Canadian Grocer, in publishing the report of the Hamilton executive meeting, gave a list of some of the subjects which will be discussed. Among these were mentioned the Flour and Cereal Branding amendment to the Inspection and Sales Act; co-operative concerns; wholesalers selling direct, and the respective attitudes of both wholesalers and manufacturers to large departmental and the smaller stores; amendments to the Pedlars and Transient Traders' Acts, and in fact, the whole question of amendments to Ontario statutes affecting retail merchants will be considered.

The executive is working on a couple of other big things and announcements of these will likely be made in our next issue.

The Question Box Again

There will, as usual, be the Question Box. Grocers in all parts of the Province are urged to send in their questions as early as possible and particularly those who will not be able to attend. The officials, however, are anxious that everyone who can will be present and invitations will be sent out later through Canadian Grocer and by circular to the Ontario trade. The fact that so many retail merchants are becoming identified with the R. M. A. during the past year indicates a revival of interest in association work. They are realizing that there is a great work to be done to put the trade on a better basis and to get from it results that will justify the time and energy and capital put into the grocery business.

A partial view of London's big wholesale centre, said to be the second in Ontario. The Grigg House is partially shown on the right.

It has also been decided to hold a Manufacturers' Exhibit in connection with the convention. There will be space for some forty booths and already a number of these have practically been taken up. This means an addition to the usual proceedings and one that will be an added attraction for the retailer.

Every grocer in Ontario should determine now to set apart Tuesday and Wednesday, May 4 and 5, for the London convention. The time will of a certainty be well spent.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec. Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

Subscription: Canada, $2.00; United States, $2.50.
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PUBLISHED EVERY FRIDAY.

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RESOLUTIONS OF A. LIVE WIRE.

Because this is an exceptional year, and because there are some of my customers who will not purchase the same quantities of goods as during normal times, I have determined to add several new lines associated with groceries and to SELL them to customers who have plenty of money. In this way business will be better with me than during 1914.—*A. L. W.*

Not the Whole Truth

MAYOR Mitchell, of New York, recently appointed a market Commission to investigate the high cost of living and the cost of high living, and make a report on the findings. "Buy in Bulk; Not in Package," was the heading of a circular of advice issued by this commission after exhaustive research. It was pointed out that bulk goods cost the consumer less than do package goods, that in buying packaged goods one is paying for the package, the brand and the advertising that makes the brand widely known.

It is all very well to make the sweeping statement that goods sold in bulk are cheaper than those sold in package form. There may be advantages in bulk buying, but there are also advantages in purchasing in packages and these seem to be entirely overlooked. While it may be possible to put up for sale certain lines of foodstuffs in bulk just as well as in packages or cartons and sell them more cheaply, yet it is only fair that the advantages of buying goods in a compact, neat package should be mentioned. If every merchant took the greatest possible pains in buying, stocking, handling, selling and delivering goods, then it might be possible for men like this New York committee to talk the way they do. But such is not the case. People to-day want clean, sanitary foods and when they purchase an article recommended by their grocers they want to be in a position to duplicate that at any time if the flavor, quality, etc., satisfies them. But with only bulk goods in a store purchased from various sources—often in the cheapest market, regardless of quality—that condition of affairs cannot be brought about.

Of course there are goods in bulk that can be bought more cheaply than otherwise. But there are people who will pay $3 or $4 for a room in the best hotel, whereas they could get sleeping accommodation in other hotels at half the money. Why? Because they are assured of a cleaner room, a bath, and better ventilation and accommodation all round. It costs more, but isn't it worth it?

There has, too, been a great deal said about advertising increasing the cost of an article. This is not always the case. The greater the quantity of a particular article manufactured, the less becomes the cost per single item, and as judicious advertising —providing the article has merit—increases the output the cost per article decreases. That is sound logic. The retailer knows that if by the proper kind of advertising he can double his business, that does not mean that he will have to charge his customers more for their groceries.

Men advertise because they are ambitious and are desirous of building up businesses that will stand as monuments to their business acumen. If advertising were eliminated altogether, what a slow old world this would become!

A Bit of Impudence

NOTE this bit of effrontery from a St. John, N.B., daily newspaper:

"Through the action of the Retail Merchants' Association the consumer no more will be able to place orders with wholesale houses, thus taking advantage of the wholesale rate. This applies particularly to the grocery trade and will be keenly felt by many citizens who have tried to economize by ordering fairly large quantities at the wholesale rate. The rule, according to a signed agreement, applies to boarding houses, tug-boats and dredges and other large buyers as well as the average citizen. Schooner supplies will still be handled by the wholesale houses."

This paper rails—in a somewhat guarded fashion

it is true—against the retailer for presuming to prevent the consumer from getting his goods from wholesalers at wholesale prices as if he (the dealer), were simply in business as an accommodation when there was nobody else around. Some people have the idea that business men are going to stand for everything whether their interests are injured or not. The retailer takes the stand that if a wholesaler wants to sell to the consumer he cannot sell to him—the wholesaler must not straddle the fence. The wholesaler depends on the retailer for his existence, then why should he endeavor to put the retailer out of business by going over his head for trade from his customers?

Every straightforward wholesaler readily sees the justice of the retailer's plea, and that is why so many of them are refraining to double-cross him by selling both to him and his customers. If the greatest amount of foodstuffs are to be sold, then retail stores are neeessary. Foodstuff manufacturing and wholesaling would get a severe jolt if the dealer were to be suddenly eliminated.

Value of Signed Statement.

IN several issues of reeent date Canadian Grocer in publishing articles regarding the annual inventory, has impressed upon readers the value of the signed statement. The credit managers to-day want facts, they want all the details. The Credit Men's Journal in a recent issue bears out the statements made several times in Canadian Groeer. The journal states that good credit in the markets of the world enables every merchant to add to his ability to do business. It gives him the use of enlarged capital, thus enabling him to carry a more complete stock, increase his sales, and magnify his profits.

Large assets are not always necessary to the creation of credit; what is most desirable is, that credit be in relative proportion to the actual assets, and in harmony with eonditions whieh create and maintain it. A merchant's capital is the sum of his net available resources, plus his credit. The giver of credit is a contributor of capital, and becomes, in a certain sense, a partner of the debtor, and, as such, has a perfect right to complete information of the debtor's condition at all times.

Credit is given a merchant because of the confidence reposed in him. Requesting a statement when credit is asked is not a reflection on one's character, honesty, or business ability, but is done to secure information to enable business to be conducted intelligently.

When a statement is made, it should be absolutely correct. To make it so necessitates the taking of at least an annual inventory and the keeping of an accurate set of books. Statement-giving, therefore, will tend to make a debtor a better buyer, because more familiar with his stock, more careful in giving credit, more conservative in ineurring debt, and will result in a better knowledge of his business generally.

A merchant who desires to serve his own best interests should recognize that his most valuable possession, apart from his aetual assets, is a sound, substantial and unquestioned reputation as a credit risk, and that under the prevailing conditions and demands of business, the most effeetive, and eminently the best way to prove his basis for credit, is to be willing to submit a statement of his financial condition.

They Are Readers, All

THE quality of Canadian Grocer's circulation and its widespread character were well demonstrated in last week's issue by a short news item. To explain the point we shall herewith reproduce the item:

GROCERS IN BOARDS OF TRADE.

Canadian Groeer has already announeed that several members of the grocery trade have beeome associated this year with the various Boards of Trade. The following is an additional list:—M. K. Heap, vice-president of the Kenora Board; W. G. Cameron, to the Counеil of the Kenora Board; G. H. Thompson, president of the Oil Springs, Ont., Board; W. J. Griffin, to the Council of the Oil Springs, Ont., Board; Robt. McCall, to the Council of the Kamloops, B.C., Board; John Sloan, to the Council of the Galt, Ont., Board; Jos. Picard, president of the Quebec, Que., Board; James Strathdee, to the Council of the Regina, Sask., Board; H. G. Smith, to the Council of the Regina, Sask., Board; and C. T. Woodside, to the Council of the Saskatoon, Sask., Board.

On looking up circulation sheets, the subscription department found that every name mentioned in the above item is also on our lists—without exception. It will be noted that the boards of trade mentioned include Kamploops, B.C., Regina, Sask., Saskatoon, Sask., Kenora, Ont., Galt and Oil Springs, Ont., and Quebec, P.Q. This small item demonstrates the thoroughness with which Canadian Grocer covers its field and illustrates the stamp of man who is a regular reader of this paper.

Editorial Notes

NOW IS THE time to interest the women in the spring housecleaning goods.

* * *

LET THE WINDOW tell its silent tale about the "enemies of dirt" you carry in stock.

* * *

MARCH CAME in like the proverbial lamb allright, so the winter overcoat might just as well be kept handy on the hook.

* * *

WAR IN THE houses against the obstinate enemy —DIRT—is about to be eommeneed again. The progressive retailer produces the ammunition.

* * *

MEET YOU in London at the convention—is the slogan of the Ontario trade these days. Out in Saskatchewan it is "We'll meet you in Saskatoon."

* * *

CLERKS AND others interested in show-card writing will find the third lesson in this issue. This is the simplest course in card-writing that has ever been presented to the retail trade of Canada.

* * *

HOUSECLEANING is a serious problem in the spring for the housewife. She knows that if the home is properly cleaned the chances for disease germs finding a lodging place and causing sickness are practically eliminated. It is the duty of the grocer to impress this upon the mistress of every home by advertising through the press and by personal conversation.

CARDWRITING MADE EASY

by

R. T. D. Edwards

LESSON 3.

CLAIMS have been made, from time to time, by many writers that to be a successful card-writer one must have great speed. This view holds perfectly good when the card-writer is the employee of a large departmental store, and is expected to turn out hundreds of cards daily. But there are many writers in small stores who work card-writing in conjunction with other store work, and would not average more than twenty or thirty cards a day, and in a great many cases not much more than that in a week. With a small amount of work like this it would take years of practice to develop any great degree of speed.

Then, again, I hardly think that speed is a great factor in the small store. In my opinion, it is the last thing for the learner at least to consider. Get the main theory first: how to handle the tools and the proper formations, and the speed will develop in due time.

The lesson this month is a continuation of the one given one month ago. The chart shows the lower case Roman alphabet to match the upper case shown in chart 2 of last month. This is the last of the pen outline work that I will be demonstrating for some time at least, as lesson No. 4 will bring us into brush work. But before any brush lettering is attempted, I want all of you who are following these lessons to perfect yourselves in the pen outline lettering, and if you do this and keep practising faithfully there is no reason at all why you cannot take upon yourselves the responsibility of writing cards for any small store. The best practice that anyone can have is on cards that are going to appear before the public—that is, when you put your best foot forward. This method can be used for making showcards while you are mastering brush work in future lessons.

In order to start practice work for the chart in this lesson it must be ruled differently than the previous ones. The others required only the upper and lower guide lines, but this needs two additional ones—one above and one below the main lines, so as to serve as guides for those letters that extend above and below these lines, such as the "B," "J," etc.

Note the five lines at the beginning of the chart. These show the proper spacing to rule for practice or actual card

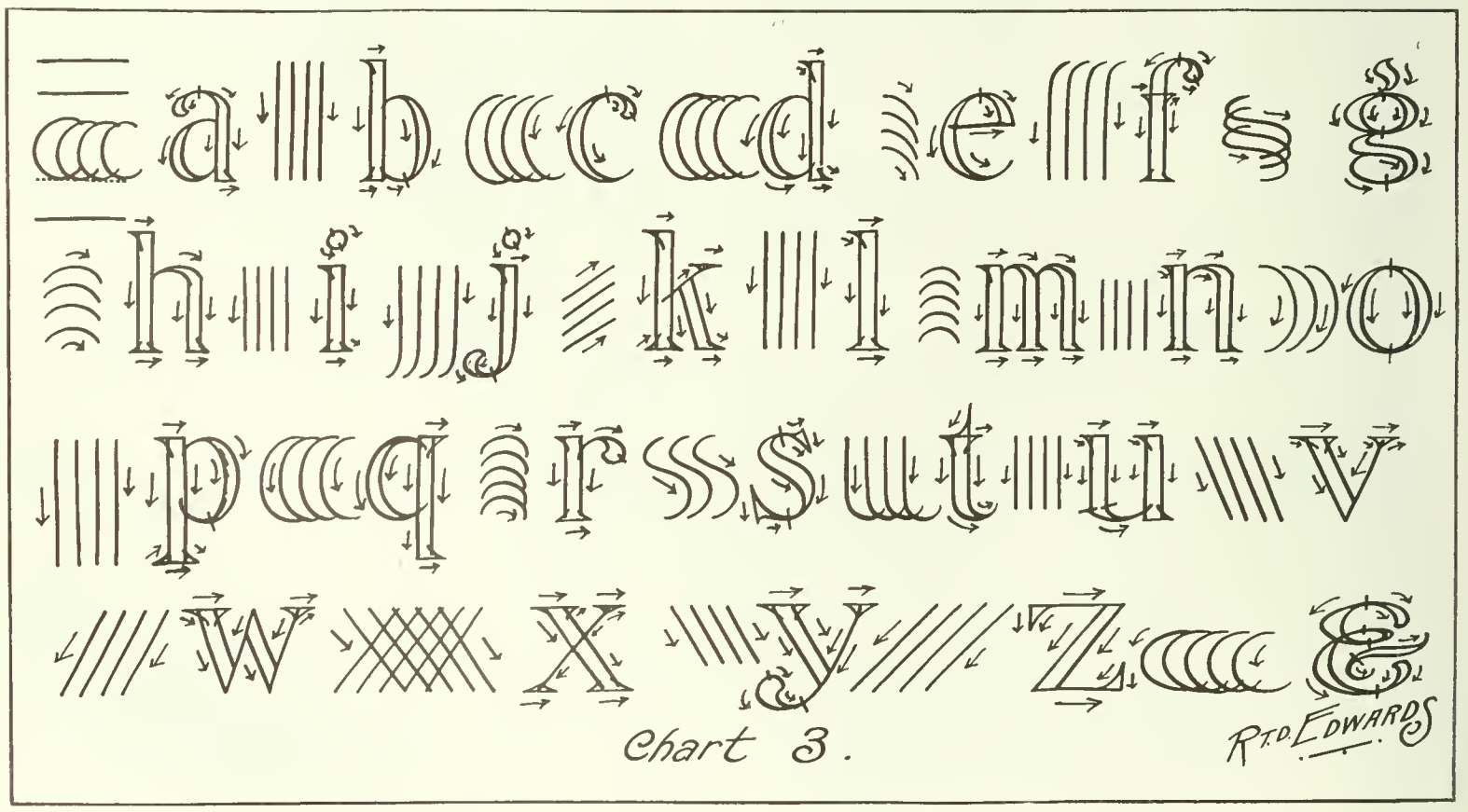


Fig. 1.

work. Fig. No. 2 gives a good illustration of how to rule the lines so as to get all letters in proportion. Note the measurement of distance between them.

Heavy Blunt Nib.

As in the previous two lessons, this work is all done with a heavy blunt-pointed pen nib, using a good black carbon ink, not necessarily waterproof, but jet black and not thin so as to show up grey. When the pen is new, the ink may not flow properly, but a little use will soon bring it into working order.

Begin practice as shown in Figure I. This is the first exercise shown on the chart. Every exercise and letter should be practised many times in the same manner.

Right Through the Alphabet.

The upper part of the "A" should not project to the left quite as far as does the lower loop. Parallel lines composed in the formation of so many letters should be practised often, as in the "B." "C" is entirely composed of curved lines. The lower point should be directly over the beginning of the letter. The loop of the "D" possesses the same curve lines as the previous letter.

The "E" also shows strong relations to the formation of the 'C." The long lines of the "F" must be curved before coming in contact with the upper guide line.

Letter of Many Curves.

"G," the letter of many curves, should be made until every stroke is perfected. The previous exercise you will find beneficial.

The curved lines of the "H" must be graceful. Practise them often.

The dot over the "I" must be directly above the main body of the letter. The same applies to the "J." The tail of the latter should reach lower guide line.

The lower right-hand spur of the "K" should extend slightly more to the right than does the one above it.

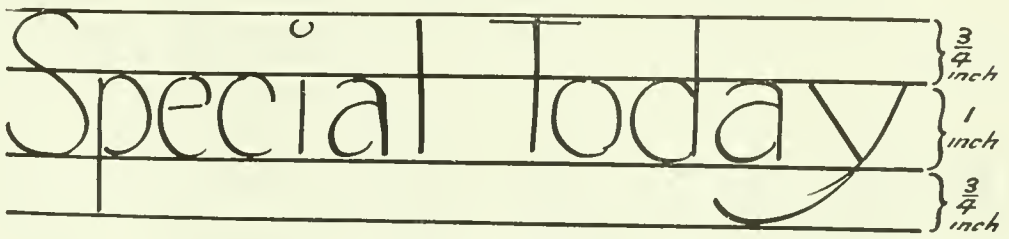
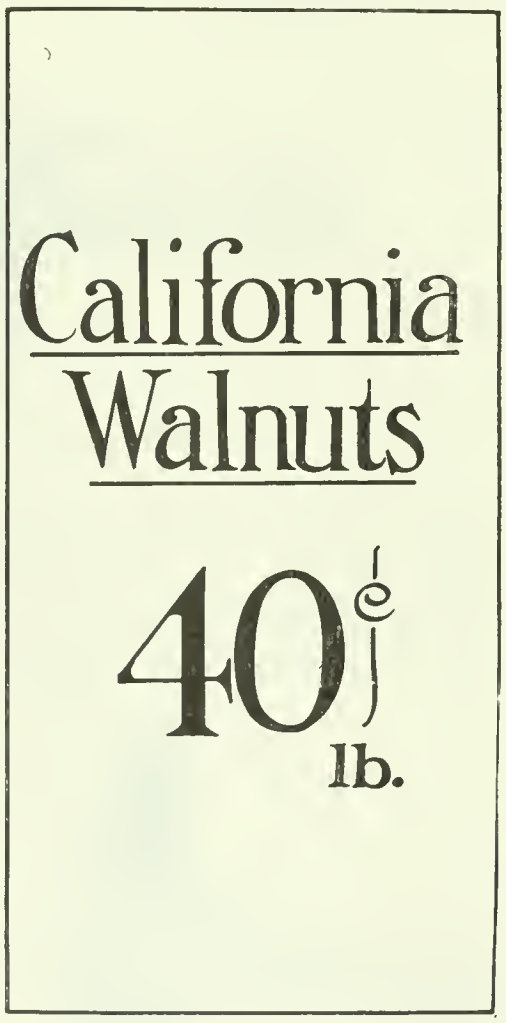


Fig. 2.



Neat window or counter display card.

All vertical lines should be at right angles to the guide lines. Care should be taken not to let them have the slightest slant.

This card shows the last two lessons illustrated.

Note the letter "L." All the upright strokes of the "M" and "N" should be of equal distance apart. The lower right-hand spurs are only used on the right side of the letter.

Take great care in the forming of the "O" so as to get both sides balanced evenly. The "P" and "Q" both should extend down to the lower guide line. Practise well the curved lines of these two letters.

Tail of the "R."

The tail of the "R" must extend out about two-thirds the height of the letter to be the right proportion.

The top of the "S" is smaller than is the bottom. The curved lines exercise needs to be practised many times before the letter can be properly formed.

In the "T" the two down lines and curves can be made by one stroke, as the preceding exercise shows.

The "U" is different to the "T" in this respect. In order to get the bottom curves the right swing, stop the down lines about one-eighth of an inch above the guide line, and from this point curve the stroke downwards touching the guide line and meeting the right-hand upright the same distance above the guide line as where the curve started.

The "V" and "W" constitute lines of the same nature. The main point in the "W" is to get both the angles the same.

The exercise preceding the "X" is excellent practice.

"Y" is Difficult.

The right-hand down stroke of the "Y" must be practised often, taking care to join the tail on to it so as to make it appear graceful.

The spurs of the "Z" should not project out any farther than do the other points of the letter.

You will notice many little cross-bars on the curved letters. This is to indicate the beginning and ending of the pen strokes.

The collection of cards shown this month indicates the use of the first three that are quite good enough for any store. These cards are not in the least of a fancy nature, but are plain and neat and suitable for any kind of display.

The New Maple Idea

Maple Products Have Entered Upon a New Era—Further Improvements Anticipated in Evaporation Process—Ideas as to Color of Pure Maple Syrup Gradually Changing No More Adulterated Products.

Written for Canadian Grocer by C. B. WALTON.

WITH the passing of the Act of Parliament last year making it an offence to put anything on the market marked "maple" which is not pure maple, a new era has opened up for the maple industry in Canada. Conditions before this act came into force were conducive to the manufacture of adulterated maple products, and where this could be passed on the public, the inducement to manufacture a high-grade article was lacking.

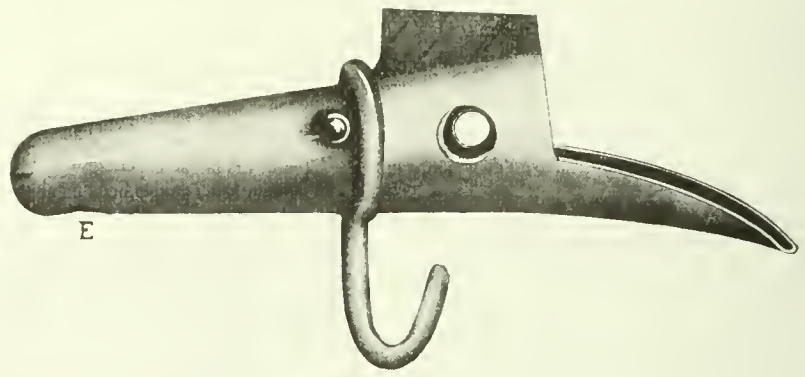
Already there are signs of further improvement, and brains and capital are being expended to produce pure maple syrup and sugar, the time having arrived when quality will count probably more than price. It is interesting to note that a company is being formed in the Province of Quebec behind which there is considerable capital, whose methods, it is said, will mark a remarkable advance in the manufacture of syrup, under which process a syrup should be produced which is almost perfectly clear, like the sap itself.

Big Change From Olden Days.

This is a far cry from the olden days of the old-fashioned kettle with its strip of over-hanging fat pork. In those days color in the syrup was almost considered a mark of quality, whereas—authorities tell us—it was really evidence of impurity, which was unavoidable under the conditions governing its manufacture.

With the introduction of the more modern evaporator, it was discovered that the purer the syrup, the lighter was its color. It has taken the Canadian public a long while to realize this. They had become so used to associate dark brown with maple syrup, when the new kind came on the market it was not received too well. Consequently many educational campaigns were launched, and now that an absolutely pure article is ensured by law, the public will probably soon come to realize that the old-fashioned kind was not necessarily the best—that color did not always mean quality.

The manufacture of evaporators has become an industry in the Province of Quebec, and this article has a reputation

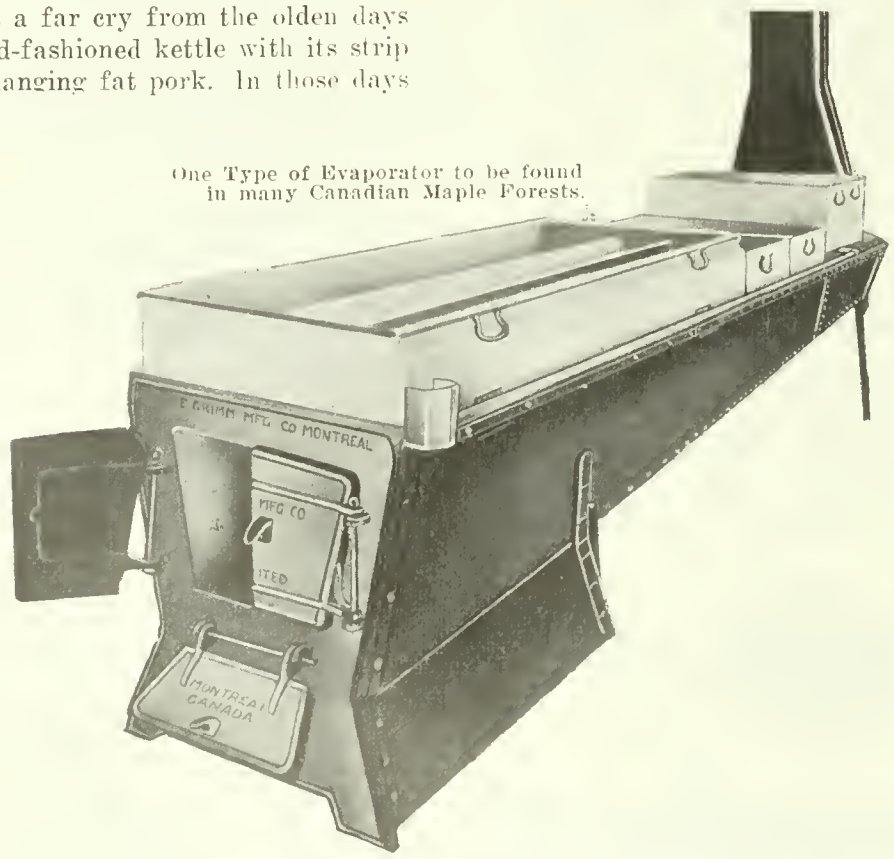


One of the latest types of Maple Sap Spouts or "Spiles" used to-day.

and fixed price which everybody pays. Its value lies in the rapid and efficient manner in which it reduces sap to syrup. By using an evaporator instead of the old-fashioned kettles, the sap is less exposed to light and air during the process, thus reducing to a minimum the tendency to color. One of the objects has been to get as much heating surface as possible in proportion to the size of the fire. The syrup pan is placed over the fire, and has a corrugated bottom, thus doubling the heating surface.

With the new type of evaporator shortly to be introduced, steam passing through pipes will be utilized for boiling the sap instead of allowing the fire to come in contact with the surface carrying the sap. In this way it is hoped to produce a much clearer syrup.

One Type of Evaporator to be found in many Canadian Maple Forests.



AN ACKNOWLEDGEMENT.

Canadian Grocer acknowledges receipt of an invitation from the president and directors of the Panama-Pacific International Exposition, San Francisco, Cal., to be present at any time during the period of the exhibition. A building has been erected for the convenience of the press representatives. The invitation was accompanied by free admission tickets.

WORTH $10 A YEAR.

Like your paper very much. Would not do without it for ten dollars a year.

W. H. BRUNNING,

Bond Head, Ontario.

Letters to the Editor

IS HE LIABLE?

Editor Canadian Grocer.—Will you be so kind as to express your opinion on the following, through the valuable pages of your paper, which may also prove of some interest to your readers:

Some time in May, 1912, I received a quotation from a firm in Winnipeg on potatoes, stating in their letter that the rate from there was thirty cents per hundred. This made the price higher than I could buy them at home, so dropped it for a time, until a few days later, when I received another letter stating that they had made a mistake in the rate, and that the correct rate was twenty cents per hundred-weight. At this price I could buy to advantage, and accordingly sent in my order. The potatoes came through at the rate of twenty cents, which was quoted me. I sold three hundred bags out of the car to other merchants, at cost price, and the balance, one hundred and fifty bags, I kept myself. On February 18, 1915, I was handed a bill from the transportation company for sixty-nine dollars and eighty-nine cents, undercharge on this car, for which I had already paid two hundred and twenty-five dollars freight, nearly three years ago. I have refused to pay same. Do you think they can collect it?

Thanking you in anticipation of an early reply, I am,

Yours very truly,

ONTARIO RETAILER.

P.S.—Kindly do not mention name or place.

Editorial Note.—In the first place, who would have thought any railway company was so far behind in its accounting as to put in an undercharge bill almost three years late? It is, of course, impossible to say what a judge would do with almost any case that is to come before him, but our opinion on this matter is that if the retailer has the correspondence of the Winnipeg firm in question, and if that firm is good for it, he could force them to settle the account, providing the railway company can demonstrate beyond a doubt that it is entitled to the amount of the undercharge. If, too, this retailer can produce a receipt from the transportation company showing the account paid in full, it would not seem probable that the undercharge could be collected.

THE RETAILER AND THE TARIFF.

Editor Canadian Grocer.—Retailers here are feeling the pinch of the new tariff—adjustments of jobbers' prices now coming out in many cases working a hardship to the retailers who are not able to advance on many set prices. An instance in point is the advance in biscuits of a cent a pound, and this whole advance has been the loss to the retailer, as his selling price has not changed. Spices, cereals and numberless other things have advanced owing to the new tariff, and taken as a whole, the retailer is losing just that much instead of passing it on to the consumer.

Just along this line the Hamilton Wholesale Grocers have sent a friendly letter to the retailers asking them to take this matter up and change some of the stereotyped prices, which have been the custom for years, viz., selling articles at popular prices, 5c, 10c, 2 for 25c, 15c and 25c, changing these to 6c, 7c, 11c, 16c and 17c, etc., the odd figures representing the advance to the consumer.

Dealers have become so accustomed to regular prices that a great many do not like the idea. When figured out it may mean more profit or it may mean less. Take as a sample: Say a tin of —— mustard which formerly sold at 25c, now sold all over at 30c. That shows a net gain of at least 10 per cent. to the retailer on say 27c, which would be the price suggested by the jobber. I am enclosing the letter and trust that in your profound wisdom that you will expound your opinion for the benefit of the trade.

We find here that the department stores are feeling the trade depression more than anybody else—one of them offering four tins of tomatoes for 25c—this being a shade below what the ordinary grocers are paying for them. Of course they expect to make good on something else, and they think that that is where they have the bulge on the grocer.

Hamilton, Ont. C. P. F.

Editorial Note.—If concerted action can be assured it ought to be worth while trying out the suggestion of the wholesalers.

Editor Canadian Grocer:

Dear Sir.—With all this talk about patriotism, and all this need for it, is it not a pity that we don't achieve more practical patriotism by simply stopping and thinking over little things? Here's a case in point. I was looking in a tobacconist's window the other day and I saw that the main item in the window trim was a big Turkish hookah pipe. Round it were grouped several sorts of Turkish cigarettes in boxes which said plainly, "Made in Turkey" or "Real Turkish," and placards giving the same information made up the window.

And I see that several grocers in this city, as well as other merchants, druggists and tobacconists and the like, are still selling gum and chewing candy with "Made in Germany" printed as large as life on each packet.

Now I contend that a little thought would obviate this. If the tobacconist who featured Turkish stuff had featured Egyptian or British it might have done a little to boost the buying of goods made by ourselves. Patriotism, if it means anything, means support of one's country, and it is conceivable that one can carry out this idea even in a little thing like buying and selling tobacco.

The same applies to the gum. Why, when we have Canadian candy and gum manufacturers, cannot our stores feature these instead of "Vivil" and so forth, which are "Made in Germany?" Most stores are working along the right lines. I am sure that the few who are not are simply guilty of thoughtlessness. But the excuse, "I didn't think," doesn't avail. The Kaiser is going to find that out. He didn't think—but there, that's enough!

Yours for Patriotism in Detail!

SIMPLE SOUL.

Toronto, Ont.

A BIG WINDOW COMPETITION.

There is an association in the United States known as "The Rice Leaders of the World," which, according to those connected with it, has been organized for the purpose of demonstrating to dealers and the consuming public the merits of the products of the various manufacturers co-operating. There are 40 members in it, a number of whom are foodstuff manufacturers. Their emblem, which they use more or less in their publicity work, is made up of a laurel wreath, a sheaf of wheat, a lion and a speeding courier. Just at the present time the association is conducting an unusually large window display contest open to Canadians.

In this competition $15,000 in cash prizes are offered to dealers making window displays of the products of members of the association. There are 463 cash prizes in this contest, the first being $2,000, the second $1,000, and the third $500, etc. The prize-winning window displays will be judged from photographs sent in to the association, and the judges will be recognized, competent and impartial authorities on window display, who will make their selections solely upon the merit of the competitors' displays. All contesting dealers, whether or no prize-winners, will receive, after the close of the contest, an album containing reproductions of 100 of the prize-winning window displays.

Selling Power of the Dealer

There Will be Many Articles in the Spring Number Featuring This Important Point —The Evidence is Strong That in the Best Stores of the Country the Retailer is a Man Who Persuades People to Purchase Product at a Profit.

SHELDON defines Salesmanship as the power to persuade people to purchase product at a profit. Simmered down to the fine thing, it is upon Salesmanship that the measure of success of the retailer depends. In other words the dealer who stands behind his counter and simply hands out the goods called for; or who disposes of them at prices that do not bear him a profit commensurate with the time, energy and capital put into the business is not a salesman. He may eke out an existence, but as far as attaining a name as a merchant is concerned, there will only be the merest chance.

The Annual Spring Sales Number of Canadian Grocer will be devoted principally to demonstrating how retailers in all parts of Canada are attaining success through the power of their sales staff to create business. Not only will there be a number of articles on how retailers are getting after the trade of the farmers and getting them to spend their money, but there will be several showing methods in use for securing business in the towns, cities and summer resort districts. Spring is bound to bring with it a definite revival of business in many lines. This is going to mean more trade for the grocer—and particularly the grocer who goes after the trade. As mentioned briefly in last week's summary, several members of the editorial staff have already been out among the merchants gathering their actual methods for conducting sales campaigns. Others are out this week getting into direct personal contact with the trade and we can promise a most practical issue for all readers.

In our regular issues of late we have been featuring to a considerable extent newspaper advertising. In the Spring Sales Number this feature will be greatly elaborated upon. Canadian Grocer believes that newspaper advertising is one of the best methods dealers can possibly use at the present time to increase their business. The ad. samples appearing from week to week are being used all over Canada. In the Spring Number there will be several of these suggesting the advertising of seasonable lines.

There will be an article dealing especially with the selling power of a large Canadian store. The art of interior and window display is here practised to the limit, as the picture of the interior will demonstrate. Display is connected up with personal salesmanship and courteous treatment and combined they make an exceedingly strong force when it comes to increasing business and profits. This is typical of a strong series on how certain dealers are SELLING merchandise rather than simply drifting into automatic machines that hand out goods over the counter that happen to be called for. In fact the interior displays in the Spring Number this year will include some of Canada's finest stores—stores where there are real salesmen behind the counters and on the end of phones.

How shall we get the farmers to come to our store? That is a problem that confronts many a dealer where competition for the trade of the farmer is keen. There are two Western Ontario merchants who answer this in the same way. They have made arrangements for the farmers too—but then that would be giving the story away before the time. Their method will be fully described and illustrated in the Annual Spring Sales Number.

Our editorial men have continually an eye out for the little kinks and sales ideas that, although small in appearance, mean in the aggregate a great saving of waste, time and money, and they count for increased sales. A large number of these will be illustrated; this department will be one of the most valuable in the entire issue.

The prospects are that this year Canada will be visited by many more tourists and other visitors who will spend their vacation here. Formerly these people went to the European continent. There will be an article dealing with the methods of a merchant whose trade comes almost exclusively from this source.

In future issues further particulars and of a more specific character will be presented. The Spring Sales Number, we can confidently assure our readers, will be one of the best and most practical they have ever received. Retailers everywhere are responding to our requests for information and methods. The April 16th issue will be an issue that will find a permanent nail in hundreds of stores.

March 5, 1915. THE EDITOR,

Canadian Grocer.

Manufacturers
Wholesalers
Retailers
Canadian Grocer

Let's All Pull Together

and make 1915 business a decided success in spite of what the Kaiser has done to disturb it.

The occasion discovered unsuspected and thitherto unused reservoirs of resources in the British Empire, and in spite of all obstacles our forces are moving on to victory. But it has meant pulling together, not pulling apart.

Don't try to force the Retailer to handle your goods. That's the German, not the British way. You can always get better results from convincing a man than hammering him.

The Retailer is just as anxious to make money as you are. He makes his money by selling some manufacturer's products, and continuing to sell them. Convince him that your products are good value, and he will soon convince his customers. This is the *co-operation* that spells success of any article sold in the grocery store and is the 20th century way of doing business. We co-operate by giving you the opportunity of presenting the claims of your product to men who have to sell your goods or your competitors, to make their livings.

The Biggest Opportunity of the Year

April 16 - Our Annual Spring Sales Number - April 16

It will be handsomer, more practical and more appreciated this year than ever before.

Reserve you space now and forward copy and cuts at the earliest opportunity.

Advertising Manager
CANADIAN GROCER

DEATH OF "CROM" WILSON.

An Appreciation and a Tribute to Memory of the Deceased

By Jerry Burns.

"Crom Wilson is dead." This was the word which flew from one grocery to another on Monday, Feb. 22, when it became known that Cromwell H. Wilson, traveller for Todhunter, Mitchell & Co. had passed away. He finished up his previous week's work on Friday, and though complaining of a cold, nothing serious was looked for, but on Saturday he was not well enough to go to the warehouse and later in the day, when Mrs. Wilson called in a physician, he pronounced the trouble to be pneumonia; but right from then Mr. Wilson put up a good fight. A specialist was called in on Sunday night and along with extra nurses, but in spite of all efforts he passed away at 10.30 Monday morning. For the past year Mr. and Mrs. Wilson had lived at the Winchester Hotel. Mrs. Wilson was constantly at her husband's bedside during his illness. He was one of the pioneer travellers in the coffee and spice business (if not the real pioneer), and upon word of his death Todhunter, Mitchell & Co. immediately closed down their plant and called in their travellers.

Mr. Wilson was of a quiet, unassuming disposition. He made many friends and will be missed greatly by the wholesale and retail trade. He was born in Kent, England, in 1867, and after serving his apprenticeship to the grocery trade he set sail for Canada, and landing in Toronto, he accepted a position with Torhunter, Mitchell & Co. at their old warehouse on Adelaide street. This was about 1886. After a year he went west and worked a year in British Columbia, and then coming back to Toronto he accepted a position with the late W. M. Milligan at the old pioneer Milligan store at 99 Queen West. Todhunter, Mitchell & Co. evidently saw a future for the sturdy little English lad, because in a short time he was again on their payroll, and very soon after started his career as "Todhunter's traveller," a name which stuck to him until his death. In 1896 he married Miss Lena Powell, of Richmond Hill, who alone survives him here; but Mr. Wilson leaves three brothers and one sister in England. Two of the brothers are in the grocery business there.

Mr. Wilson took quite an interest in military affairs and was for some years attached to the Grenadiers. He was an expert quoiter and besides belonging to two or three clubs, he always captained a team of travellers against the grocers at the latter's annual picnic. He was an enthusiastic lawn bowler and a member of the Lakeview and St. Matthew's clubs. In the old bicycle days he was interested in "bike" racing, and could always be seen cheering for his old team mates, "The Ramblers," whether they were in the front division at the barrell or not. When the Toronto City Travellers' Association was in existence, Crom was an active member and filled different offices. When the Travellers or Grocers held a gathering of any kind, Crom was always striving to make the event a success. In religion Mr. Wilson was an Anglican and in politics an Independent. His policy was to elect good men and trust them to make good clean laws. He was buried on Wednesday, Feb. 24, from the residence of his brother-in-law, Harry Pember, 20 Tromby avenue, to Mount Pleasant cemetery. Canon Rigby of St. Bartholomew's church officiated at the house and grave-side. From the large gathering one would judge that every wholesale house in the trade was represented, while the retail grocers also turned out in large numbers. The pall bearers, who were all old friends from the trade, were: James Mortimer, Christie, Brown & Co.; Samuel McGiffen, McWilliam & Everist; Edward Oke, Clemes Bros.; James Jamieson, Pure Gold Mfg. Co.; Thos McCabe, Todhunter, Mitchell & Co.; Jerry Burns, grocer, Wilton Avenue.

The late "CROM" WILSON,
Mr. Wilson was a traveling salesman for many years. He passed away last week.

Mrs. Wilson received many telegrams and letters of sympathy from out of town friends, and the floral offerings were many and came from firms and individual friends. It is an assured fact that Crom will be greatly missed and long remembered by his old business associates.

TO FORM ASSOCIATION OF IMPORTERS.

There is a movement on foot in Toronto to organize an association of importers of foodstuffs into Canada, particularly as a result of the new tariff arrangements of the Dominion Government. In a circular urging manufacturers' agents to become identified with the proposed new organization, the following appears: "The manufacturers' agents in this city who are interested in these articles (foodstuffs), feel that some united action should be taken to put before the authorities the very serious position in which their business is placed under the new proposals; and in order that any protest made may have as much good effect as possible, it is proposed to form an Association which may be called the Canadian Association of Manufacturers' Agents (Comestibles) whose work shall be the protection of the interests of its members in every way."

TEA PRICES FOR 21 YEARS.

(Continued from page 24.)

11,164,201 lbs., as against 858,392 lbs. for the same month of 1913. Holland shipped to Germany in November, 1914, 8,706,042 lbs. and in 1913 202,824 lbs. The shipments from Holland to Germany in September in September, October and November, 1914, totalled 25,034,711 lbs., as against only 948,949 lbs. for the same period of 1913.

"Every effort should be made to retain the tea in this country, and prevent it going to Germany and Austria through neutral countries."

The consumption of all tea per person of population within the United Kingdom was 6.87 lbs. in 1914; 6.62 in 1913; 6.45 in 1912; 6.46 in 1911; 6.39 in 1910; and 6.37 in 1909. In Canada the consumption per capita is probably between four and five pounds.

From the Canadian standpoint tea is exceedingly high in price, due, in addition to the causes of the strength in London, to the difficulty of getting the tea to this country. War risks as everyone knows have added much to the cost, as well as delays caused by dock-hand strikes at English ports, higher freights and higher overhead expenses all round. The future holds nothing in store but still higher prices unless all signs fail.

The Retail Merchants' Association of Transcona, Man., at a recent meeting favored the completion of the electric railway between Transcona and Winnipeg. The merchants strongly opposed the system of bonusing industries. The meeting also decided to close stores on Wednesday evenings at 6 o'clock with the usual exceptions until further notice.

Current News

Quebec and Maritime Provinces

Mr. Furuya, of the firm of tea importers, Furuya and Nishimura, visited Montreal this week. He is on his yearly visit to this country.

The grocery store of P. Denault, 106 Laurier avenue east, was broken into late on Friday night, Feb. 26, and over $2,000 worth of groceries and liquors stolen.

The Atlantic Sugar Refineries, Limited, of Montreal and St. John, are now in operation. Their sugar is already in the hands of wholesalers and many retailers. The Atlantic company's plant is situated at St. John, N.B., but the executive headquarters are in Montreal.

A new by-law has been passed by the St. John, N.B. city council regulating the weight of bread to be sold by local dealers. The minimum loaf which can now be sold in the city, must weigh one pound and a half at least, but there are no restrictions against the larger loaves which some dealers have been handling.

Retail grocers of St. John, N.B., cooperated with a committee of some 350 patriotic women, members of the Daughters of the Empire, on Saturday, February 27, in the celebration of Paardeberg Day. It took the form of a "tag day," the ladies working in all parts of the city with small flags and banks by which was raised a good sum of money for patriotic funds. Grocers and other dealers helped in the promotion of the scheme by attractive patriotic displays in their windows, by national trimmings on their horses and delivery wagons, as well as by "dipping down" to help swell the funds.

Organization seems to be the keynote of business with retail merchants throughout New Brunswick these days. The success of the St. John Retailers' Association has spurred dealers in other parts to unity, and Newcastle, N.B., is one of the latest towns to fall in line. George Stables has been elected president, Mayor C. J. Morrissy, first vice-president, H. R. Moody, second vice-president, C. P. Stothart, secretary, and D. W. Stothart, treasurer. I. Macdonald, of St. John, travelling secretary of the Retail Merchants' Association of Canada, organized the new branch, assisted by Stafford Williamson, of Newcastle, who is home on a visit from Regina, where he helped two years ago in the organization of a similar body and was its first secretary. The charter of the Newcastle branch is encouraging.

Ontario.

Arthur Bell, grocer, Hamilton, Ont., has sold to W. H. Nichols.

J. W. Kelly, grocer, Cornwall, Ont., sustained a fire loss recently, insured.

The store of the National Railway Association at Fort William, Ont., has been closed.

J. G. Murdock, of Murdock & Cameron Co., general merchants, Lucknow, Ont., died last week.

Finlay, Glover & Nicholas, general merchants, Port Stanley, Ont., are succeeded by Finlay & Nicholas.

T. L. Payne, Warsaw, Ont., has disposed of his grocery stock to Mrs. G. Bullock, recently in the same business in Lakefield, Ont.

The new quarters of the Retail Merchants' Association in Toronto at the corner of McGill and Yonge streets, will likely be formally opened about March 15th.

Neil Carmichael, a grocer in Toronto, on Yonge street, just south of the north Toronto tracks, is moving to a store some six doors south of his present location.

A movement is on foot among some of the business men of Preston, Ont., to organize a Business Men's Club, and a committee of merchants has the matter in hand.

The Simcoe, Ont., branch of the Retail Merchants' Association met this week to discuss the Thursday half-holiday question, and the making of final arrangements for a Dollar Day.

R. Doyle and Eric C. Jamieson, organizers for the Retail Merchants' Association were in Ottawa last week on organization work and held a meeting at which the difficulties of the grocery trade were ventilated.

A winding-up order has been granted in the case of J. W. Bowman & Co., wholesale grocers, Toronto, and also in the case of the Household Cooperative Stores, Limited, with which the former firm was connected. The stores are to be closed and the stock disposed of.

After 25 years in Toronto in the wholesale produce and commission business, for over 20 years of which they were located on Front street east, Willard & Co., Ltd., have disposed of their business to Gunn's, Ltd., who took possession on March 1st. Willard & Co., were established about 1890 and incorporated in 1910.

Fire smouldering in the grocery store of J. A. Gillet, Aylmer, Ont., was discovered one morning by Mr. Gillett, and extinguished before any serious damage was wrought. The asbestos covering on a steam pipe was at a red heat, and had already set fire to some boxes touching it. Mr. Gillett detected the odor of smoke, and investigating the source, discovered a small blaze.

Western Canada.

F. W. Smith is opening a general store in Weyburn, Sask.

Hill & Recknell, general merchants, Plunkett, Sask., have sold to S. Bookhalter.

Robson, Cochrane Co., general merchants, Manitou, Man., are succeeded by the A. Cochrane Co., Limited.

The Winnipeg branch of the Retail Merchants' Association are urging the city council to abolish the business tax against them.

The Saskatchewan branch of the Retail Merchants' Association have begun the publication of a monthly paper dealing with the work of the association.

Secretary E. M. Trowern, of the Retail Merchants' Association of Canada, intends attending the annual convention of the Saskatchewan branch in Saskatoon during the second week in May.

At a meeting of the Regina, Sask., Retail Association held lately a resolution was passed aimed at protecting the retail merchants from fake advertisement schemes. Regina retailers intend pushing a campaign against fake advertising and made a start by the passing of the following resolution at their meeting:—"That a committee be appointed to first examine and approve or disapprove of all advertising schemes and that no member of the association sign or take a contract for any of the above until same has passed this committee. And further that no donations or subscriptions be made by any member of the association unless the same has been passed on by this committee, excepting to churches, patriotic and charitable institutions such as the hospital, orphanage, etc."

Shelled Walnuts Advance

In Both Markets—Difficult to Get Labor in France — Cream of Tartar Higher — Teas Up a Quarter of a Cent in London—Prunes in Strong Position; Supplies Very Light—General Trade is Picking Up.

Office of Publication, Toronto, March 4.

THE situation in the flour market is still interesting, though we are not just now treated to a picture of a soaring market. The breaks in wheat on both the Chicago and Winnipeg Exchange make for temporary weakness in flour. The big factor is, of course, the likelihood of wheat getting through the Dardanelles. Latest reports seem to favor an early date for this. Sixty-five million bushels of Russian wheat would naturally bear the market here and over the border considerably. Even the possibility has done so during the last few days. Flour men contend, though, that their prices have never been figured on the outside prices of wheat. This is an important point. At present, therefore, they do not feel justified in reducing quotations. Meanwhile many a farmer sits tight, and apparently the possibility of a lot of Russian wheat saving the situation from the public's point of view has no terrors for him. He won't sell his wheat at less prices till he's got to. The farmer—particularly the Ontario farmer—is from Missouri, if it isn't a paradox to say so. It is by no means sure that flour prices are going to get cheaper yet.

New laid eggs are down considerably. Doubtless the hen has seen the Government's slogan: "Patriotism and Production," and is imbued with the necessity of doing her duty. Right along now we should see easier prices on new laids, and neither retailers or consumers will complain. United States storage eggs are coming into our markets in quantities. Evidently they fear no tariff across the line.

There is considerable discussion in Montreal as to whether or no coffee should be exempt, as is tea, from the new duty. Coffee men are said to feel aggrieved about it, and some are certain the tax will be taken off. This is problematical. One view is that instead of the duty being taken off coffee, Hon. Mr. White will come like a thief in the night—metaphorically, not literally—and put a tax on tea, when stocks are considerably lower than they are now. This would level things up, and from the Minister's point of view would be killing two birds with one stone.

Bakers are said to be cutting down their cake output, and they are talking freely of raised prices. Flour of course is costing them more. So is peel and the like. It is said, too, that bread will generally, be increased in price, though the situation there will doubtless hang fire until it is seen just what turn the flour market will take. What a lot depends upon the British gunners making good on the Dardanelles!

Cocoa is very high, and firm. Italy and France and England are all buying heavily. The latter two countries were prohibited for some time, but they have come back into the market, and prices — according to Trinidad advices—have materially increased. Unofficially we learn that prices have advanced 80 per cent. in New York in one month. One Canadian firm has put up its quotation, and an all-round advance looks likely, so that it would seem to be horse-sense for the retailer to buy what cocoa he needs right now.

Oysters have advanced about ten cents, and the increase is solely due to the new duties. This advance has come towards the end of the season when quantities are sold. Most banquets and so forth are over now, and the demand is not so large.

Tea is a centre of interest just now. There seems to be no let-up in the advancing tendency exhibited by both the Colombo and the London auctions. Tea is higher in Colombo than it has ever been. Tea men here must advance prices very soon. Indeed, one concern has already increased their prices in territory west of Winnipeg and it seems pretty certain that others will have to follow suit. If there is a tax on tea on top of higher prices the public is going to feel it. And, as we pointed out some time ago, the task of explaining just why tea will cost more will be up to the retailer.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Winter wheat flour lower.
- No changes in feeds.
- Advance in corn flour.
- Rye flour expected to go up.
- Rolled oats quiet.

PRODUCE AND PROVISIONS—
- Butter up several cents.
- New laids drop two cents.
- Live ducks firm at 20-22c.
- Compound lard going at 9¾c.
- Selects off the market.
- No change in cheese prices.

FRUIT AND VEGETABLES—
- Malaga lemons off the market.
- Pineapples quoted at $5.
- Florida celery in at $3.50.
- Bahamas tomatoes in; are poor.
- Cucumbers advance to $2-$3.

FISH AND OYSTERS—
- Mild weather quietens things.
- Canned fish moving better.
- Codfish market climbing up.
- Tomcods take a dip to $1.
- Smelts down to 9c per lb.

GENERAL GROCERIES—
- Advance in molasses to 45c.
- Bean market still easier.
- Marked scarcity of black tea.
- Shelled walnuts market firm.
- Pea crop very disappointing.
- All dried fruits scarcer.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Break in wheat market.
- Flour temporarily weak.
- Demand for split peas.
- Bran and middlings advance.

FRUIT AND VEGETABLES—
- Small lettuce in.
- Cranberries weak.
- Strawberries for 30c.
- Cucumbers in demand.

FISH AND OYSTERS—
- Fresh whitefish cheap.
- Pickerel selling well.
- Oysters advance.
- General trade good.

PRODUCE AND PROVISIONS—
- New laids lower.
- Demand for duck.
- Butter very firm.
- Cheese and butter exported.

GENERAL GROCERIES—
- Shelled walnuts higher.
- Cream of tartar up.
- Cocoa very strong.
- Tea advanced again.

QUEBEC MARKETS.

Montreal, March 4.—One of the largest wholesale houses here reports that their business is equal to what it was at this period last year. They had two failures in February for the City of Montreal, and consider they got off exceptionally well for a month which is notorious for its failures.

The head of this house, speaking on general conditions, stated that the upsetting of business which occurred at the outbreak of war has disappeared, and are now back in good shape commensurate with the business situation. Merchants are using all kinds of caution, he said, making their purchases from hand-to-mouth. This he considered right, as caution should be one of the merchant's first considerations these

days, both in buying and selling. Wholesalers were inclined to be just as cautious in selling, and would rather the merchant did purchase oftener and in smaller quantities.

Affairs in Turkey are exerting an important influence on the grocery trade. Both wholesalers and retailers are exercising the utmost caution with regard to flour and cereals, which are liable to be affected by changes in the wheat and oat markets brought about by the operations of the allied fleet in the Dardanelles. These operations affect tea, as Russia is now in that market. Several other lines are affected.

Important price changes which have taken place recently are advances in shelled walnuts and molasses. The latter is now quoted at 45c on the Island of Montreal, although merchants wishing to buy at warehouse can purchase for 42c. Merchants in the country can also buy at 42c. Wholesalers claim they cannot take the risk of delivering to grocers' cellars within the city limits for less than 3c per gallon extra. A remarkable advance took place in the primary market for shelled walnuts. Wholesalers are being asked much higher prices than retailers are paying. As orders have been booked ahead, it is not likely that retailers will be asked any higher prices just now. Many wholesalers are avoiding soup peas this year owing to difficulty in securing peas that can be guaranteed boilers. In cases where peas have not given satisfaction they are being returned, and the returns have assumed serious proportions. Beans continue easy, wholesalers paying 20c per bushel less than they did a month ago.

After a week of heavy business, fish dealers report a marked falling off, partly owing to milder weather. Cold weather having returned, business should pick up again. Lower prices are asked in several lines, including Gaspe salmon, sockeyes and Cohoes, smelts and tomcods, the last having taken a big dip due to over-supply.

In the vegetable market, there are cheaper tomatoes from Bahamas, and cheaper celery from Florida. Pineapples are costing more, as they are arriving by express to avoid the frost. Several lines of butter have advanced 2c and 3c per pound.

SUGAR.—The market for raw sugar fell off during the early part of this week, but this is no doubt only a temporary fluctuation. Under these conditions business continues quiet here, and will do until stocks purchased a few weeks ago are cleaned up. There do not seem any prospects of changes in prices unless a sudden change should take place in the raw market. Prices of cane and corn syrup remain the same.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—All lines are scarce, and inclined to be high. As nobody bought heavily around Christmas, retailers, unless they bought in anticipation of a duty, will find their stocks running short, and many are facing increased prices due to war tax. Markets in the United States are advancing, irrespective of the Canadian duty. Stocks of prunes have not been so low in Montreal for years, and the market is strong. Currants are costing wholesalers only slightly less than what they are quoting the retailer. Sultanas are scarce and very firm. As regards peels, few people seem to have them, and few seem to want them. Big city bakers are cutting down their cake output about 50 per cent.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	....	0 08
Apricots	....	0 15½
Nectarines, choice	....	0 11½
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13¼	0 14
Orange	0 13¼	0 14
Currants		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08½
Hallowee, 1-lb. pkgs.	0 08	0 09
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
Prunes—		
30 to 40, in 25-lb. boxes, faced.....	....	0 14½
40 to 50, in 25-lb. boxes, faced.....	....	0 13½
50 to 60, in 25-lb. boxes, faced.....	....	0 12½
60 to 70, in 25-lb. boxes, faced.....	....	0 12
70 to 80, in 25-lb. boxes, faced.....	....	0 11
80 to 90, in 25-lb. boxes, faced.....	....	0 10½
90 to 100, in 25-lb. boxes, faced.....	....	0 10
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster.....	....	3 60
Muscatels, loose, 3 crown, lb.....	....	0 08½
Sultana, loose	0 09	0 09¼
Valencia, selected	....	0 08
Valencia, 4-cr. layer	....	0 09
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09½
Fancy seeded, 16 oz.	....	0 10½
Choice seeded, 16 oz.	....	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—It is understood that prices are being quoted on new crop rices, but that orders are difficult to secure on account of high prices and the extra war tax.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 05¼	0 06
Tapioca—		
Pearl, 1b.	0 05	0 05½
Seed, 1b.	0 05	0 05½

MOLASSES.—The Montreal Wholesalers Guild advanced the price of molasses 2c per gallon last week-end. In doing this they have taken into consideration the fact that the sugar market is fairly strong, and that prices being asked for new crop are very high. With the present condition of the new crop market it is impossible to figure out what molasses will cost laid down here. The fact that planters are insisting on selling f.o.b. West Indies shows how uncertain things are. Planters are unwilling to sell ahead to any extent. They do not think prices quoted equivalent to the market for sugar, and are curtailing the output of fancy. Freight rates to Montreal via St. John are stated at $6.20 per puncheon, whereas a year ago they were $2.50 to $3.50. Sales of two cargoes of choice have been made in Newfoundland at 21½c f.o.b., which works out at around 31½c, with additional expenses. However, Montreal wholesalers are not considering prices. They are waiting for them to drop. As their stocks are sufficient to last them pretty well until the opening of navigation, they can afford to do this. No quotations have yet been received on Muscovadoes. Planters are asking such high prices, it is no use quoting them on this market, as they are prohibitive. They are expected soon, however.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.43
Barrels	.48	.46
Half barrels	.50	.49

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls....		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 46
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Cane Syrups—		
Barrels, lb., 3¾c; ½ bbls.	....	0 04
Cases, 2 lb. tins, 2 doz. per case.....	....	2 65
Maple Syrups—		
Pure, per 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.		1 25
Maple sugar, pure, per lb.	0 13	0 11

COFFEE.—The matter of having coffee removed from the list of articles taxed under the budget is still hanging fire at Ottawa, but should be settled this week. There will be some changes, and it is hoped by many that coffee will be among them. It has been affirmed by coffee men that an injustice is being done a big industry—that ten times as much capital is invested in it as there is in the tea industry. The market continues dead, and will do until this blockade ends, after which there will be a demand from Germany and Austria. These are the two big coffee-drinking

countries. With this market cut off, the market is lifeless.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 34
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 30	0 33
Rio	0 17	0 20
Santos	0 21	0 23
Cbicory, per lb.	0 10	0 12

NUTS.—The feature of the market this week is without doubt a sensational advance in shelled walnuts, which are now costing the wholesaler 37c per lb., whereas in January they were being quoted at 24c. The retailer who bought well early in the year, will be in a good position, for, while some wholesalers secured large quantities as low as 26c and 28c, and will no doubt be able to offer them to the trade at reasonable prices, with this remarkable advance, and the additional 2c tariff, the price of walnuts to the retailer must be advanced before long. The strange thing about this advance is that nobody seems to know why it has taken place. There is little change in other lines of nuts, except for slight differences due to difficulties in getting shipments. It is stated that no boats will be coming into Halifax for three weeks. Shelled almonds have been advanced about ½c in the primary market, but this is of little importance compared with the big change which has occurred in the market for shelled walnuts.

Almonds, Tara	0 19	0 20
Grenobles, new	0 16	0 16½
Marbots, new	0 15	0 16
Shelled waluuts, new, per lb.	0 34	0 37
Sbelled almonds, 28-lb. boxes, per lb.	0 38	0 43
Sicily filberts	0 15	0 16
Pecans, large	....	0 19
Brazils, new	0 14	0 16
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10
Canadian chestnuts	....	0 12

SPICES.—Opening of the Dardanelles is expeeted to make abrupt changes in demands, the effects of which would be far reaching on many staples. Practically no spot black pepper available in primary market. Futures are quiet and unehanged. Recurrence of demand for actual consuming needs in whites and blacks expected this month. Red peppers scarce and high—likely to be higher. Cloves quiet and extremely scarce. Mace in wide demand at firmer prices. Cassias are steady. Local demand for all spices continue steady, with no further changes in priee.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 78—1 05	—0 31
Cayenne pepper	—0 26	1 08—1 21	—0 33
Cloves	—0 41	1 21—1 31	—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	——	——
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 25	0 90—1 00	—0 31
Pepper, white	—0 34	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	——	——

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 13
Dutcb	0 15	0 16
Cinnamon, China, lb.	0 17	0 19
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	0 26	0 31
Shredded cocoanut, in pails	....	0 19½

DRIED VEGETABLES.—While the market is undoubtedly easier for 3-lb. piekers, wholesalers still ask fairly high priees, varying from $3.25 to $3.50. A wholesaler turned down a car of beans this week because they did not come up to standard. The grower agreed to take a lower price, which is an indication of the condition of the market. Wholesalers have been paying $3.10 and higher, but they won't pay that to-day. Still, some of the shippers in Ontario are "bulling" the market, sending ont reports that stocks are running down. At present it is having little effect. The pea situation is getting worse and worse. Dealers in the eountry are returning them to wholesalers, claiming that they will not boil and are hard. Lima beans are down slightly, quotations being 7½-8c.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 50
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per busbel	2 85	3 00
Peas, split, bag 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

TEA.—A variety of eonditions affect the market. Firstly, it is believed that with Russia in the market for tea, and with a possibility of her getting it through the Dardanelles, the market will be influenced to a marked extent. Then there are those who are positive that our Government will spring a surprise one day in the shape of a war tax. One hears on every hand of wholesalers being very short, and of sales being made. They realize, however, that retailers all over the country must be well stocked, and that these are likely to last until new crop arrives. A traveler for a Japanese house, recently returned from the West, reports that import orders are coming in satisfactorily. The local market for blacks is very strong. Wholesalers are offering Ceylons from 22c to 35c. What large stocks of Japan teas are held in Montreal are in the hands of one or two who speculated. For Japan and China greens the market is perhaps a little dull, as in neither of these grades is there more than ordinary supply.

CANNED GOODS.—During the opening week of Lent the demand for canned fish was excellent, indicating that retailers are not overloaded. Salmon and sardines went particularly well. While the priee of lobsters is lower than it was, it is still a luxnry on the table. The following prices are being quoted to the trade for lobsters:—

Lobsters—	
¼-lb. flat tins	1 70
½-lb. flat tins	2 90
1-lb. tall	5 80
1 lb flats	5 85

People in the Province of Quebec are buying canned peas better than tomatoes and eorn. This is because Freneh peas are getting scarce and high in price. A prominent Montreal wholesale grocer was asked for his opinion on the canned goods situation. He said:

"There is a plethora of canned tomatoes. It is the one article which gives us most annoyance because of this overabundance. The crop for the past two years has been large, and there is a large quantity on the market. The situation is unprecedented, and this condition makes the market sluggish. Tomatoes cannot very well be reduced in price; there is no ground for it. There are well known brands, which meet with public favor, and the quality is of the best. Therefore we can get the priee for them, notwithstanding brands which sell for lower prices.

"As for the solution of the difficulty, I see it here: it is impossible that for three years in succession the market should be over-abundant. When this shortage occurs, which I believe it will this year, the market will regulate itself, and things will be on a proper basis.

"As for peas and corn, we have not so much cause for complaint."

An advance is announeed in the priee of canned apples. Three-pound tins are now 85-87½c per dozen, and 1-gallon tins are $2.27½-2.30 per dozen, the latter being an advanee of 25e per dozen.

ONTARIO MARKETS.

Toronto, March 4.—There is little of outstanding interest from the news standpoint in the markets this week, except it be that the general feeling on the street is more hopeful and more worth while. Spring orders show a deeided improvement in number again this week, though they had a temporary setbaek the week previous. Decidedly the process of readjustment has set well in. Times are ineomparably better for wholesaler and retailer alike than they were 'way baek in August. The fact is, the community is shaken up and shaken down to a proper system of fundamentals. Business turnovers may be less, but they bear, now, a far more rational proportion to expenses. There has been a steadying-up process whieh never eame until the war brought it, despite the fact that this eountry knew for a year and a half what it was to find business getting gradually worse.

Speculation is a word which has been in everybody's month since the Neolithic Age as a splendid seapegoat. Nevertheless, it is the reason to a marked extent for a sort of mushroom prosperity which, like the mushroom, is short-lived. This spirit of speculation is almost entirely absent now. Large orders are more or less unknown—eertainly they are of nothing like the magnitude that we knew before last August. Demand is steadier, more consecutive, more regular. And, for this partieular kind of business sea, the man who navigates with

an overplus of caution is better than he who throws carefulness to the winds. "Small orders placed often" is the unconscious slogan of retailers and most wholesalers. And whatever may be said of it as a general business policy, it is certainly the best one for this unusual period.

Money would appear to be a little more plentiful, and there is a disposition on the part of retailers to fulfil their obligations more promptly. Wholesalers testify to this, particularly in the case of the country grocers, though city collections will still stand some improvement without the merchants being very much upset.

Tea continues to advance. London registers another farthing increase this week, while Colombo—at the time of writing—is higher than tea men have ever known it. Tea will therefore likely have to advance, and retailers may just as well face it. Just how the increase is going to be divided is a question which will not be decided until necessity arises. The whole situation hinges absolutely on the duration of the war. Tea is high at present, very high, and shows no sign of slackening. To all intents and purposes it is a permanent state of affairs—as distinct from a mere flash in the pan—and the only thing that can lower prices is the end of the war, which will obviate and remove the cause of the trouble. It would appear to be good advice to retailers to buy as well as they can now, consistent with the knowledge that an overplus of tea on their shelves is not to be desired from the point of view of quality.

Dried fruits are all firm, and would all be considerably higher if importers were low-stocked and had to buy to-day, because prices in the primary markets have firmed and advanced considerably. But most importers and merchants don't need to buy, and that is the salvation of the retailer. He is getting dried fruits as cheap as he is, simply because, by good fortune or good management, importers and merchants happened to buy at advantageous prices some time ago.

SUGAR.—The market is quiet and steady. Demand is hand to mouth, which is a natural consequence of the heavy buying—comparatively—which went on on account of the tariff forecasts. Raws are a little easier, and an advance gets more and more distant, unless something unforeseen happens. The market like that in New York is featureless at present.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dommoes, cartons	8 26
Paris Lumps—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Teas advanced another farthing at the London auction yesterday. Colombo—at the time of writing—has showed no advance, but as one teaman graphically puts it, "Goodness knows it doesn't need to. It has done enough advancing if it never did any more." Russia continues to be a prominent buyer of Ceylons. The country is so large that any action like the one prohibiting vodka must, in the aggregate, have a very marked effect. The Russian turns from the cup that cheers as well as inebriates to the one that merely cheers. London reports a shortage of something like twenty-eight million pounds. In addition to limited supplies, it is very difficult for teamen this side to gauge the date when they will have the tea they do buy, and freights and war risks and other charges, notably one caused by lack of loading labor at the docks, are making an advance on the part of merchants in Canada unavoidable. So far, such advance has not occurred except in the case of one concern. But it cannot be long delayed—unless some unforeseen factor crops up to relieve the tension.

DRIED FRUITS.—Prunes are stiff, and there are hardly any to be got. Stocks have been reduced until about all that remains to be cleaned up are the 50-60's. All other sizes have practically gone. Prunes would be considerably higher if the stocks had not been bought some time ago, before San Francisco showed such advances as it has registered lately. They couldn't be laid down here to-day at the prices they are selling at. We quote 12 to 12½c for the 50-60's that remain, and understand that in one or two cases a trifle cheaper even than those prices. But there are few to buy, and merchants will not bother to get fresh stocks, which is a good thing from the retailer's pocket point of view. Peaches are moving very slowly. Packers are buying heavily in the primary market. There is a steady demand for package dates at anywhere from 6 to 8½ cents. Other lines are very dull. Valencia raisins are practically off the market and the primary market is reported to be pretty well cleaned up. Apricots, in which there has been considerable activity here, are firm, and what there are left are in good demand. It is possible that next week will show an advance. Currants have a steady and even demand.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 17½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Farls, choicest, 12-lb. boxes	0 09½	0 10
Farls, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	....	0 09
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—A surprise is the primary advance in shelled walnuts. Importers are selling to wholesalers and jobbers at high prices. There are very few on the Street. Buyers can't get supplies forward. Price to importers has been jumped, and at that, nuts are hard to get. One importer gives it as his view that labor is so scarce in France that men to crack the nuts can't be got, and if they are, there seems to be hardly any transportation facilities. France is bad enough at any time in this regard, but it is bad indeed just now. That may be the reason for the increased prices. On the other hand, one would think that with such conditions, exporters in France would have such large stocks on their hands that they would be glad to get rid of them fairly cheaply. Other lines show little change, except in the case of shelled almonds, where the range is tightened somewhat, and top price is 40 cents.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 33	0 40

SPICES.—All spices are firm still, and when new stocks have to be bought most lines will show the increase necessitated by the additional duty. So far pre-budget prices obtain generally. Cream of tartar shows an increase however. Outside price is now 45 cents instead of 40. It is very scarce. The fighting in the Champagne district in France renders exports problematical, and stocks in Canada are very low. Higher prices on peppers and ginger may come in near future.

Spices—	Compound, per lb.	Pure per lb.
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26

Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1-lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

MOLASSES.—High prices for new molasses now seem pretty well assured. They are assured even without a long continuation of the war, and doubly so in that eventuality. Opening prices at Barbadoes some time ago were 23½c per wine gallon. This dropped a couple of cents, but even at that, delivered on this side the price would be around 35c a gallon. This compares with 17½c last year and 21c the year before. There is, however, considerable buying of molasses, accompanied by a feeling that we shall see higher prices in the local market. So far, Montreal's advance of 2c has not been duplicated here.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 040
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

COFFEES.—Situation is firm, although there is only a fair demand. But it is known that prices must advance shortly. Just as soon as importers have to get fresh supplies they will have to cover the additional duty. At present they are fairly well stocked. Mochas are already up a cent, but they were firm, apart from any influence of the tariff. Maracaibos show an increase of a cent too.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicory	....	0 14

RICE AND TAPIOCA.—There is no new feature. All are remarkably firm, and an advance in most lines cannot, it is thought, be long delayed.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

COCOA.—Reports from New York and from Trinidad direct indicate that cocoa, high as it is, is liable to be higher, because there is such a big demand. The United Kingdom and France have resumed their places as buyers, and Italy is said to be buying heavily too. Market is in a very strong position, and there may be a general advance in prices to the retailer.

MANITOBA MARKETS.

Winnipeg, March 4.—During the week many imported lines have been advanced by the Winnipeg wholesalers to the extent of the new war duty. This figures out about a 5 per cent. advance all round on the selling price.

Apart from these advances, the market has been rather quiet—rice, beans, and evaporated apples showing perhaps the most activity.

SUGAR.—No change has come during the week. The raw market is steady, but it is still thought by many students of this market that an upward movement in prices may come during March.

Corn Syrup is steady in price. It must be remembered, however, that if news of the Dardenelles forts being destroyed should bring about a rapid reduction in grain prices, corn would be almost certain to fall off in sympathy, in which case there would certainly be no further advances in syrups or corn starch.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 80
Hard lump (100-lb. cases)	8 30
Montreal yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 25
Halves, 50 lbs., per cwt.	6 25
Bales, 20 lbs., per cwt.	6 30
Powdered, barrels	6 55
Powdered, 50s	5 90
Powdered, 25s	7 20
Icing, barrels	7 10
Icing, 50s	7 25
Icing, 25s	7 25
Icing, pails	7 15
Cut loaf, barrels	6 95
Cut loaf, 50s	7 20
Cut loaf, 25s	7 45
Sugar, British Columbia—	
Extra standard granulated	7 35
Bar sugar, bbls.	7 80
Bar sugar, boxes	8 00
Icing sugar, bbls.	8 00
Icing sugar, boxes	8 20
H. P. lumps, 100-lb. cases	8 30
H. P. lumps, 25-lb. boxes	8 55
Yellow, in bags	6 95
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—The market on evaporated apples is considerably higher. They are becoming harder to get each day. Some evaporators are asking as high as 7½c f.o.b. Ontario, which would make the price in Winnipeg about 9c. This price is likely to prevail after the present stock is exhausted.

California market in all fruits is stronger, and the demand is heavy, especially for peaches. At present these are low in price—in fact, they are the only really cheap-priced fruit available. Prunes are stronger with normal demand.

Apples, evaporated, new, 50's	....	0 08
Apples, evaporated, new, 25's	....	0 08¾
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, bulk (washed)	....	0 10¾
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 09½
Raisins, Valencias—		
3 crown, loose, 25's	....	0 08½
3 crown, loose, 50's	....	....
Fine selected	2 35	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		
Choice, seeded, lb.	....	0 09⅜
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾
70 to 80	....	0 09¾
60 to 70	....	0 10
50 to 60	....	0 10½
40 to 50	....	0 11
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅜
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11¾
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05¾
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

TEAS AND COFFEES.—No further price changes in tea. Coffee market shows an uncertain tendency. Standard is ¼c cheaper on the primary market, due perhaps to smaller demand from Europe. There seems little certainty to this market.

Coffee—	Per lb.	
Rio, No. 5, green	....	0 16
Rio, roasted	....	0 19
Santos, green, No. 4	....	0 18¾
Santos, roasted	0 25	0 26¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

RICE AND TAPIOCA.—Not so much because of advances on the primary market as because of tariff changes, rice has been advanced in price. No. 2 Japan is now up 1½c and Siam from ¼c to ⅜c. Tapioca remains steady.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	0 04½	0 04¾
Siam, per lb.	0 04	0 04⅛
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08

Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 04½

NUTS.—The market is very quiet. No changes in price.

Nuts—	Per lb.
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12½
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

BEANS.—A moderate supply of beans is being secured, but it is necessary to pay the high price asked by the Ontario growers, so quotations have tended to stiffen locally. The demand for beans continues strong both from Europe and from the United States. It is very reasonable to assume that beans will go still higher before the new crop comes on in November. Some well-informed merchants consider the bean crop will be cleaned up entirely early in the summer. It seems certain that even at the present high prices, beans are good buying. They can hardly go lower until November.

Beans—		
Canadian, hand-picked	3 85	3 95
3-lb. pickers	....	3 55
California Lima Beans—		
Bag lots	....	0 08
Less than bag lots	....	0 08¼
Barley—		
Pot, per sack, 96 lbs.	....	3 05
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	5 75
Sack, 40's	....	2 90
Whole peas, bushel	....	2 75

WINNIPEG.

FLOUR AND CEREAL. — Though wheat has dropped somewhat lower on the Winnipeg market, no change in the price of flour has come, and no lower prices need be expected unless wheat drops below the $1.50 mark. There is a good deal of uncertainty as to what will occur following the news that the forts on the Dardanelles have been destroyed by the Allies. Should the straits be forced and Constantinople fall, it would release some Russian wheat, providing the Russians will be willing to let this go. Should the Russian wheat come through, the demand from Europe will, of course, be reduced and some predict local prices would come down with a rush. There are dealers closely in touch with the local market, however, who contend that the demand of the Canadian millers is certain to be heavy enough to keep prices high at the present time. They do not look for any material reduction in price.

Oats are a good deal easier. Millers are now being able to get all the oats which they need for milling. The Government is also buying these oats, but the demand for this line as cattle feed has fallen off. Much corn is being brought in to take its place.

The expectation is that very large quantities of corn will be imported this year, thus the oat situation is practically certain to be relieved.

Manitoba Wheat Flour—	Per bbl.	
Best patents	....	7 70
Second patents	....	7 10
Low grades	....	5 10
Rolled oats, 80's	....	3 50
Standard oatmeal, 98 lbs.	....	4 15
Cornmeal, 98's	....	2 50

SASKATCHEWAN MARKETS.

REGINA, March 4.—With predictions for a big 1915 crop in Saskatchewan, all eyes are being turned to the land. From those who have travelled up and down the province, it is learned that all conditions point to an early opening of spring, and farm work. Greater areas of land are being prepared for spring seeding than ever before.

New eggs are coming in more freely, and are quoted at 40 cents. There is a fair demand for dairy butter, particularly No. 1 stock. Cheese is firm at 20 cents, probably the highest figure on record, at least for some years back. This may be due to large quantities having been shipped to European countries, and there may be a heavier demand at home. All lines dried fruits are firmer. Prunes 70 to 80 25's are at 10½c. Apricots, peaches, raisins and other lines show slight advance. Rice is firmer.

An advance of 7½ per cent. has taken place in practically all lines coming in from the States, this being on account of the increase in duty. This includes canned meats, ketchups, and similar lines.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 33
Butter, dairy, No. 1	....	0 24
Cheese, per lb., large	....	0 20
Eggs, storage, 29c; new laids	....	0 40
Lard, 3's, per case	....	7 25
Lard, 5's, per case	....	7 10
Lard, 10's, per case	....	7 10
Lard, 20's, each	....	2 55
Geueral—		
Beans, Ontario, per busbel	....	3 50
Japauese, per bush.	....	3 75
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 95
Potatoes, N.B., per busb., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.,	....	6 25
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 75
Sugar, standard, gran., per cwt.	....	7 44
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberrics	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Hnmpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	....	4 35
Cranberries, per bbl.	....	7 [illegible]
Grapefruit, per crate	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 50
Oranges	....	3 25
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08⅝
Prunes, 70-80, 25's, lb.	....	0 10½

ALBERTA MARKETS.

By Wire.

Edmonton, March 4.—Confusion still exists owing to the new duties. A number of articles have been sold in the trade at less money than the cost necessary to replace them. Trade has not adjnsted itself yet. Country trade continues good, and city trade is showing a certain amount of revival, probably owing to the weaker going to the wall earlier in the game. Demand for flour and sugar are slow on account of uncertain market. Tea is in great demand, anticipating higher prices. Cheese has increased to 19c to 20c. Butter, creamery, has advanced 1c., and dairy No. 1 is higher. Lards are also higher. No changes are reported in general provisions, canned goods or fruit.

Produce and Provisions—		
Cheese, per lb.	0 19	0 20
Butter, creamery, per lb.	....	0 35
Butter, dairy, No. 1, 26-28c; No. 2...	....	0 23
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 58
General—		
Beans, Ontario, per bushel	3 60	3 75
Beans, Japan, per busb.	....	3 90
Coffee, whole roasted, Rio	...	0 26
Evaporated apples, 50's	0 08¾	0 09¼
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 91c; 40's	....	1 78
Rolled oats, bail, $3.90; 80's	....	3 50
Flour, 98's	4 00	4 15
Rice, per cwt.	....	3 90
Sugar, standard gran., per cwt.	7 90	8 00
Sugar, yellow, per cwt.	....	7 25
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, la	....	9 50
Coboes, 1's, $5.75; bumpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Mareh 4. — Business continues good with local dealers. Market is, of course, somewhat quiet, with no changes in quotations this week. Flour market is a little easier, with no change. Prices are affected by the allies fleets in the Dardanelles. Dealers expect lower quotings with Russian stocks loosened. Bread prices have advanced to retail at 9 cents. Loaf sugar continues firm, and dealers would not be surprised at higher quotings. Raws have advanced. Molasses is high. Dealers do not look for lower quotings. Beans are unchanged with lower tendencies. General provisions are firm, but eggs are quite plentiful. Butter is in fair supply.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	27 00	27 50
Beef, corned	2 75	2 80
Pork, American clear, per bbl.	25 25	28 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 29	0 30
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 18	0 18½
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	8 95
Flour, Ontario	....	8 60
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 95
United Empire	....	6 85
Bright yellow	....	6 75
No. 1 yellow	....	6 45
Paris lumps	....	7 75
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 75	3 80
Beans, yellow eyes, per bush.	3 95	4 00
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¼	0 08¼
Rice, per cwt.	4 75	5 00

Fruit and Vegetables

Apples Firm: Tomatoes Scarce

Few Hothouse Tomatoes Left—Strawberries in Demand — Cucumbers Higher in Toronto — Lettuce Cheaper—Parsnips Advance.

MONTREAL.

FRUITS.—Since the budget came down, the orange market has had a firmer tone. Some houses are asking $3 for all sizes of California navels, but larger sizes can probably be purchased lower than this. We were quoted 2.50 for 96 size early this week. There is a fair demand. Spies and russets enjoy best sales for apples. The latter are said to be firm, as high as $5 being quoted, but No. 1's should be available at 4.50. Extra fancy McIntosh reds are offered in boxes at 2.25 per box. First-class Baldwins and Ben Davis are quoted 3.75. A poorer quality is quoted at 3.25. Malaga lemons are all gone, and have in many cases been cleaned up at a loss. Messina lemons continue at old prices —2.50-2.75. The demand for cranberries is poor. Pineapples are coming in by express, bringing $5.00, and are costing 1.00 per crate to bring in. Less complaints of frozen pines are heard. Pears continue high, and peaches are still too high for the average grocer.

Apples—		
Baldwins, No. 1, bbl.	....	3 50
Spies, No. 1, bbl.	4 00	4 50
Russets, No. 1, bbl.	....	4 50
Famense, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	3 75	4 00
Cranberries, bbl.	....	5 00
Grapefruits, case	2 00	2 50
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	....	1 25
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 50	2 75
Oranges—		
Cal. Navel, 126-150-176-200-216-250-288....	2 75	3 00
Cal., 96-100 size box	....	2 50
Florida, 176-200-216	....	2 50
Florida, 126-150	....	2 50
Mexican, 126-150-176-200-216-250	2 25	2 50
Valencias, 714 size, large cases	....	4 50
Bitter oranges	2 00	2 50
Pineapples, case	....	5 00

VEGETABLES.—Trouble in getting tomatoes is somewhat relieved by the arrival of shipments from the Bahamas, bringing 5.00 per crate. They are not of good quality, being spotted. Grocers are buying both these as well as supplies from California and Florida, the latter being worth 7.00 per crate. Hothouse tomatoes are still scarce and difficult to ripen, worth 35 to 40c per lb. retailers are selling their California and Florida tomatoes around 30c per lb. Wax and green beans are now quoted at same figure—7.00 per basket. No more artichokes will be on the market until next Spring. Cucumbers are dearer, being worth 2.00-3.00 per doz., the price being up in Boston. Florida celery is quoted 3.50-3.75 crate, the first car having arrived this week. California celery, quoted at 6.00, is better, and crates are bigger. Spanish onions are up again slightly—4.75-5.00—as none are coming in. Other onions are a little cheaper. Rhubarb is slightly cheaper, obtainable now at 1.00 per doz. Spinach is also a little cheaper. Watercress is worth 1.00 per doz.

Beets, bag	....	0 75
Beans, wax, basket	....	7 00
Beans, green, basket	....	7 00
Brussels Sprouts, American, quart	....	0 25
Cabbage, per bbl.	....	1 00
Cabbage, red, bbl.	....	1 25
Carrots, bag	....	0 75
Cauliflowers, 2 doz.	3 75	4 00
Cucumbers, fancy, doz.	2 00	3 00
Celery, California, crate	....	5 75
Celery, Florida	3 50	3 75
Horseradish, lb.	....	0 10
Leeks, doz. bunch	3 00	3 50
Lettuce, head, per box	....	2 00
Curly lettuce, per box	1 75	2 00
Mushrooms, basket	1 75	2 00
Onions—		
Spanish, per case	4 75	5 00
Red, 100-lb. bags	....	2 00
Yellow, 100-lb. bag	....	2 25
Parsnips, bag	....	0 90
Parsley, American, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 60
Potatoes—		
Montreal, bag	0 65	0 75
New, bbl., 150 lbs.	....	7 00
Potatoes, sweet, Jersey, hpr.	2 25	2 50
Radishes, doz.	....	0 50
Rhubarb, hothouse, doz.	1 00	1 25
Spinach, American, in bbls.	....	4 25
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 35	0 40
Tomatoes, Cal. and Florida, crate	....	7 00
Tomatoes, Bahamas, crate	....	5 00
Watercress, American, doz.	....	1 00

TORONTO.

FRUIT.—Most grapes are pretty well done now. There is a good demand for the Malagas that remain, and these are selling well at $5 to $6, top price being most common. Marmalade oranges are up a quarter at $2.75. Demand is good and is holding out longer and better this year than heretofore. Pineapples from Porto Rico and Cuba at $5 to $5.50 are moving fairly well, and in view of their being somewhat in the nature of luxuries, it is taken as an indication that trade is coming back some. Cranberries are down still more. $5.50 is average price, but some firms are selling still lower. On the other hand we hear that some lots are fetching $6.00. Strawberries at 40-50 cents find a fair demand. General trade is better. Tariff did not prove such a bogey after all.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 50	5 00
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	5 50	6 00
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	5 00	6 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California navels	2 75	3 00
Bitter for marmalade, per box	....	2 50
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 16	5 00	5 50
Grapefruit	2 75	3 00

VEGETABLES. — Best cucumbers have advanced considerably and $3.50 is asked and got for them. Hothouse tomatoes are very scarce. Some Texas stuff is fetching $7.00 a case, and there is good demand at that. Boston head lettuce is down to $4.00-$4.50, chiefly the higher price. A smaller hamper fetches $3 to $3.25. This is new and good stuff and has already found a good market. Parsnips are up 5c at 65c. Potatoes are somewhat easy: spell of cold weather has not resurrected business again in this line. Ontario potatoes have firmed a trifle in comparison with Delawares. Celery is down to $4.50 to $5.00. Demand is weak. General business in vegetables is better. Cauliflower, cabbage and such are benefiting by the post-winter cold.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 40	0 50
Carrots, bag	0 50	0 60
California cauliflower	3 50	3 75
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 75	3 50
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	4 50	5 00

(Continued on page 45.)

Fish and Oysters

New Whitefish and Pickerel

Former Sells Well at 9 Cents—Oysters Have Advanced: Effect of Higher Tariff—Pickerel in Demand—Low Prices for Tom Cods in Montreal.

MONTREAL.

FISH AND OYSTERS.—Trade has resumed its former quietness after the rush which always comes at the opening of the Lenten season. Because of a spell of very mild weather, which continued until the beginning of this week, the fish trade has not improved much. If anything, the demand has been a little lower than previous years. If this weather holds until the end of the season, large quantities of fish should be on the move. Grocers have been buying about the same as usual, their demand for canned fish being above the average, owing to the fact that they did not stock up heavily last year. The cod fish market is climbing up again due to the demand for fried fish increasing. Stocks of frozen fish are ample to meet the demand. On account of good fishing, and an over-supply, tomcods took a dip to $1 per bbl. this week, which is the lowest price recorded in many years. Other changes include lower quotations for Gaspe salmon, red steel heads, and red sockeyes, which are 11c, 10c and 10c respectively. Red cohoes are down to 9c. Eastern chicken halibut is down to 8-8½c. The demand for shelled oysters has fallen off. The price cannot be made any lower on account of the war tax. Dealers are getting about $9 per bbl. From now on, the trade may expect to get Canadian oysters from cultivated grounds. These are of good flavor, and bring from $9 to $10 per bbl. Bulk oysters keep steady, and prices are unchanged. Lobsters are easier.

TORONTO.

FISH AND OYSTERS.—Oysters are up because of the duty. All merchants have raised prices. Standards are worth around $1.75 now and selects $2.50. This line has been more affected by the 7½ per cent. increase in tariff than any other. Demand is falling off somewhat, though this is natural, and not due to the advanced prices. There is a lot of good whitefish just come down from Saskatoon. It sells now for 9c, and right along ought to get cheaper instead of dearer. Pickerel or dore is coming in again and is selling well at 9 to 10c. This is very popular with Jews, and the general public buys lots of it too, now. Smelts in extra sizes go very well. Lobster at 45c finds a very good demand though it ought to be cheaper. Steak cod is quiet still, and without any reason. It is cheap enough and good stuff. Haddock is booming. There is a lot being sold. Halibut has its usual sale.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07	.10-.12
Haddies, 15-lb. and 30 lb. boxes, lb.	.07	.10-.12
Haddies, fillets, per lb.	.09	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.11	.21
Red, steel heads, per lb.	.10	.12-.13
Red, sockeyes, per lb.	.10	.10
Red, Cohoes or silvers, per lb.	.09	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken, per lb.	.08-08½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04-.04¼	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.05-.05½	.10
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.09	.18-.20
Herrings, per 100 count	2.65-2.75	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	..
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	9 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 15
Live lobsters, medium and large, lb.	0 30	....
Boiled lobsters, medium and large	0 32	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08-0 09
Carp	0 10	....
Herrings, lake	0 04½	....

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tulibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.07-.06
Tom cods, new, per bbl.	1.50	....
Tom cods, new, per bbl.	1.00	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, hhls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., hbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 76	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	..
Green cod, No. 1, bbl.	....	10 00
Green cod, No. 2, bbl.	....	8 50

WINNIPEG.

FISH.—The local market has been disturbed during the week by a few cars of Saskatchewan fish which have been brought in here, and which, to get a market, have been sold at very low prices. These fish have been inferior in quality, and will not likely remain a factor. It is probable that they will not cause any real change in prices. During the week, however, whitefish was sold at 6c, pickerel at 4c and a little inland trout at 7c; all these prices, of course, were for the Saskatchewan fish. For the Manitoba fish the prices were kept up, the figures quoted below.

No further change has come in the price of oysters. The demand for these has fallen off, but it is though this is more due to the mild weather than to the large advance necessitated by tariff changes.

Despite the mild weather, the orders for fish have, on the whole, been very

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Produce and Provisions

Butter and Cheese Scarce

Supplies of Both Are Very Short—Hence High Prices—American Butter and Cheese for Export—New Laids Lower—Big Demand for Live Ducks.

MONTREAL

PROVISIONS.—Clear fat pork is worth 29.50, and clear pork 27.00, which are the new prices since the addition of the war tax. These prices are being asked by local wholesalers, and they are apparently being paid. Provisions as a whole are moving very slowly. Lower prices are being quoted for heavy short cut mess and heavy clear, for both of which the demand is small, and plenty coming forward. Dealers are asking 10c for compound, although supplies are changing hands at 9¾c. Pure lard is so cheap in comparison, the demand for compound is not heavy. Dressed abattoir killed hogs are quoted at 11.50.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 24
Boneless	....	0 23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 28
Shoulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	24 00	25 00
Heavy short cut clear	....	25 00
Clear fat pork	....	29 50
Clear pork	....	27 00
Lard, Pure—		
Tierces, 350 lbs. net	....	0 11¾
Tubs, 50 lbs., net	....	0 12½
Boxes, 50 lbs. net	....	0 12
Pails, wood, 20 lbs., gross	....	0 12¼
Pails, tin, 20 lbs., gross	....	0 11¾
Cases, 10-lb. tins, 60 in case	....	0 12½
Cases, 3 and 5-lb. tins, 60 in case	....	0 12¾
Bricks, 1 lb., each	....	0 13
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10¼
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb., each	....	0 12½
Hogs—		
Dressed, abattoir killed	....	11 50

BUTTER. — Market jumped three cents on creamery, being quoted now at 37c. Stocks are getting low, and there is a big demand from the West. Higher prices are likely before the new make comes in. It is estimated that spot stocks amount to between 15,000 and 20,000 packages of creamery, which may not be sufficient to tide over. Prices in the United States are too high to permit of any being imported, and the additional tariff has made it more difficult still. Dairy butter is two cents higher, prints being quoted 32c, and solids 30c.

Butter—	
Finest creamery	0 37
Dairy prints	0 32
Dairy, solids	0 30
Separator prints	0 30
Bakers'	0 28

CHEESE.—Market is strong, as supplies available on spot are small, and there is a good demand. New make is worth 18 to 19 cents.

Cheese—		
New make	0 18	0 19
Old specials, per lb.	0 20	0 21
Stilton	0 19	0 20

EGGS.—Market continues to show a sharp decline, supplies coming forward more freely. There was a drop of two cents again this week for new laids, and it should not be many days before grocers are able to buy at 30c per dozen. No more selects offering except for a few odds and ends lying around. No. 1's are a cent cheaper—26c.

Eggs, case lots—		
New laids	0 32	....
No. 1s	....	0 26
Splits	....	0 29

POULTRY.—Big demand continues for live ducks, which are bringing 20 to 22c per lb., whereas in December they brought little over half that figure. The Jews cleaned up big stocks of live ducks and fowl for their holidays last week end. From now on, there should be a good demand for fat fowl, as there are no large supplies coming in, and farmers are not anxious to sell as their hens are beginning to lay. Prices will continue high for a month or more. Large live fowl are bringing 18 to 20c. There is about the usual demand for poultry felt at this time of the year, but the Lenten season is bound to have a quietening effect.

Fresh Stock—	Live.	Dressed.
Fowl	18—20	14—16
Spring chicken	14—15	16—20
Fancy, crate-fed chickens, 5 lbs..	14—18	20—25
Turkeys, fancy	.....	21—24
Ducks	20—22	14—17
Geese	13—15	14—15
Pigeons, pair	.....	30—35
Squab pigeons, pair	.....	50

TORONTO.

PROVISIONS.—There is an easier feeling in the market generally resultant from the falling-off in demand. Market for dressed hogs shows steadiness and a tendency to firm up. Long clear bacon is a quarter of a cent higher. Lard remains easy and quiet.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15¼
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 13¾
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12¼
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—Market is very strong. The dwindling of supplies have sent up prices two and three cents during the last couple of weeks. Ontario is particularly short of supplies and is drawing on Montreal. There has been considerable export of butter, and part of this—a good part—has been American. American butter, however, is not coming in much for domestic use. Local demand is very good. Buyers seem to be short stocked.

Butter—		
Creamery prints, fresh made	0 35	0 36
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 20	0 23

CHEESE.—The easiness shown last week would seem to have disappeared again for the market is very firm at last week's prices. Supplies—like butter—are remarkably scarce. There isn't really enough to supply local wants, much less for export. It is said that American

cheese was exported in large quantities last week. Prices on new stuff in April will, from all indications, be very high.

Cheese—		
Old, large	0 19¼	0 19¾
Old, twins	0 19¼	0 20
New, large	0 18½	0 18¾
New, twins	0 18¾	0 19

EGGS.—New laids are coming down now—thirty-one cents is our outside quotation as against thirty-four last week. Moreover, the range is getting shorter. You can't get new laids below 30c, although their top price is 31c. Straights are down, too, to 25-27c. American eggs continue to come in in quantities. The Celestial hen must have put up a kick about her progeny being consumed by Occidentals. We have had no Chinese eggs lately.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 30	0 31
Selects	0 30	0 31
Straights	0 25	0 27
Trade eggs	0 24	0 25

POULTRY.—Chicken is at last getting scarce. Deliveries have not been so heavy this week. Ducks show some activity. Fowl is worth 13 to 14c. General demand is good.

Fresh Stock—	Live.	Dressed.
Fowl	0 10—0 11	0 13—0 14
Spring chicken, lb.	0 11—0 13	0 15—0 18
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 18—0 20
Turkeys, fancy	—....	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducklings	0 08—0 12	0 14—0 17
Ducks	0 10—0 12	0 14—0 17
Geese	0 12—0 13	0 15—0 16

HONEY.—There is no change in this market. Business is quiet.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	0 12	0 12½
5-10 lb. tins	0 12¾	0 13
2¼ lb. tins	0 13	0 13¼
Comb	2 40	2 50

WINNIPEG.

PRODUCE.—Generally a firm tone is noted to the market, eggs being the only line which shows a tendency toward lower prices. It seems that eggs will go down some cents in the next few weeks. Lard remains at the higher prices set last week. The demand is firm and the supply is limited, and it seems as though further rises may be expected.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 12
Tubs, 60s	....	6 75
Pails, 20s	....	2 53
Cases, 5s	....	7 73
Cases, 3s	....	7 80

BUTTER.—There is still a scarcity in the East, which has not as yet affected prices in Manitoba. It seems very likely, however, that there will be an advance locally in sympathy. There is no margin of profit on Eastern butter brought here for sale.

Butter—		
Creamery, Manitoba	0 33	0 35
Dairy	0 25	0 29
Cooking	0 22	0 23

CHEESE.—The market is very firm. The high prices asked in the East have tended to keep these in effect here. There is also a considerable amount of exporting being done.

Cheese—		
New, large	0 19	0 20
New, twins	0 20½	0 21

EGGS.—Fresh eggs from the South are now being received in good quantities. These are being quoted at 35c per dozen. Storage eggs are a little weak because of the lower prices at which the fresh eggs are selling. Extra 1sts, however, still bring 22c. They seem likely to drop, however, very shortly.

Eggs—		
Southern, new laid	....	0 35
Extra firsts	....	0 22
Choice	0 17	0 18
Extra, in cartons	....	0 25

POULTRY.—Here there has been an advance from ½c to ¾c. The old storage stock is pretty well exhausted and only a limited amount of new birds are coming in to meet the very fair demand.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 10	0 30
Geese, per lb.	0 15	0 17

FRUITS AND VEGETABLES.

(Continued from page 42.)

Mushrooms, per lb.	0 70	0 90
Water cress, 11-qt. basket	....	0 50
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 70	0 75
Potatoes, Canadian, bag	0 65	0 70
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	4 00	4 50
Lettuce, Boston, head, small	3 00	3 25
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUIT AND VEGETABLES. — The week has seen a good demand for apples, the prices of these stiffening materially. Spies have been selling at $6 per bbl., and it is difficult to get enough to meet the demand. California oranges have moved up 50c, this advance being largely the result of wet weather in the South, which is doing injury to the crops.

Trade has been very fair. It is expected, however, that next week will see the commencement of a heated car service in the country which will make the business outside the cities very much better.

Apples—		
Washington	....	1 60
Apples, bbls.	4 50	6 00
B. C. box apples	....	1 50
Cranberries, case	....	2 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	8 00
Grape fruit	2 75	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	3 00	3 50

VEGETABLES. — Onions have advanced again, being quoted at $6. They are very scarce and the market seems very likely to go very much higher. Rhubarb from California and also some local rhubarb is now coming on the market, selling at 15c per lb. It will get more plentiful from now on. No other changes are noted. The demand for vegetables is satisfactory in the city. Country trade is still light, but is improving.

Celery, California	5 50	6 00
Cabbages, per lb.	....	0 02
Cauliflower, per doz.	....	2 00
Head lettuce, California, per doz.	....	0 90
Leaf lettuce, doz.	0 45	0 60
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	....	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	....	0 06
Tomatoes, California, per case	....	9 00
Honey, comb, per case (24 sections)	....	5 50
Rhubarb, per lb.	....	0 15

FISH AND OYSTERS.

(Continued from page 43.)

satisfactory. Evidently business in this line is going to be heavy.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mullets	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 .2
Frozen halibut	....	0 09½
Salmon	....	0 12
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal., Imperial	....	2 90
Carriers (4¼ Imperial gal.)	....	10 75
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per lb.	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

THOSE STAMPS ON WINES.

Montreal, March 4.—Another ruling has been handed down by the Inland Revenue authorities at Ottawa concerning the new war stamp taxes. When the stamp taxes came into force, it was considered necessary for a wholesaler having packages or cases of imported wines in bond, to open every case and affix the stamps to the bottles or "first receptacle." This means the breaking of sealed cartons, and a lot of other work before the Customs authorities would allow the goods to be removed.

The point was raised with Ottawa, and now Collector Fox of the Inland Revenue, has received notification that imported wines in cases may be removed from the custody of the Customs officers without the war stamp being affixed to each package, providing the importer purchases the stamps representing the war tax and undertakes to forward them with the invoice of the goods to their destination, whereupon the stamps must be affixed immediately to the bottles.

The retailer will therefore have the task of opening up every package that comes into his store, and affixing the stamps sent him by the wholesale importer.

The Inland Revenue authorities have sold $20,000 worth of stamps for the new war tax, and are laying in a good supply preparatory to the coming into force of the stamp tax on proprietary and patent medicines, perfumes, etc.

Flour and Cereals

Flour Situation Easier

Slump in Wheat Markets—Allies Attack on Dardanelles Largely Responsible—Split Peas in Good Demand—Oats Very Firm—Barley Exceptionally Strong.

MONTREAL.

FLOUR.—The week opened with all flour and wheat markets easier, owing to the activity of the Allied fleet in the Dardanelles. Wheat dropped considerably early in the week, which practically brought business in flour to a standstill. Lower figures were being quoted, but the demand was lacking, grocers being inclined to hold off until something definite has taken place. In the meantime business goes on from hand to mouth. Apart from the fact that the wheat market has been weakening, there is another factor likely to prevent much business being done during March—the fact that most dealers loaded up during February. The demand that has existed for the past month could not go on. In the meantime, prices quoted by the large milling concerns for Manitoba wheat flour are the same as during the past month—8.10 for first patents, 7.60 for seconds, and 7.40 for strong bakers. Little export business is being done, except with South Africa, which country is buying spring wheat flour.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 10
Second patents	7 60
Strong bakers	7 40

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 75	7 75
90 per cent., in wood	6 25	6 50
90 per cent. in bags	3 50	3 60
Straight roller	6 70	7 00
Blended flour	6 70	7 00

CEREALS.—The uneasiness prevailing in grain markets is reflected in cereals, which are quiet. Prices are maintained, however. Rolled oats in packages are quoted at 4.75 per case, and the majority of retailers have advanced their prices to 30c per package. Bulk rolled oats is still worth 3.50 per bag. Corn flour has been advanced, and is now quoted at 3.05 per bag. Rye flour, which has been quoted at 3.60 up to the present, is very firm, and judging from quotations reaching wholesalers, the price is likely to be higher when the present stock is used up.

Commeal—	Per 98-lb. sack
Gold dust	2 30 2 35
Unbolted	.... 2 15

Rolled Oats—	90's in jute.
Small lots	3 65 ....
25 bags or more	3 50 ....
Packages, case	.... 4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 65
Hominy, per 98-lb. sack	.... 2 75
Corn flour, bag	.... 3 05
Rye flour, bag	.... 3 60

FEEDS.—Not a single change was recorded in this market, but with a continued demand for all lines, from both Montreal and the country, a firm feeling prevails. Supplies are not too plentiful. One of the firmest lines is moulee, which is quoted at $38 by some dealers.

Mill Feeds—	per ton
Bran	27 00
Shorts	29 00
Middlings	33 00
Wheat moulee	37 00 38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	43 00
Barley chop, ton	38 00
Feed oats, cleaned, Manitoba, bush.	0 77
Feed wheat, bag	2 55

TORONTO.

FLOUR.—The situation is still easier because of the drop in wheat. In Chicago it has broken 22c recently from its high, and in Winnipeg it has slumped a little less than 10c from its high there. These are good bear factors, and taken in connection with the fact that the Allies are hammering at the Dardanelles the outlok is for lower prices. It is said that sixty-eight million bushels of wheat are near the Black Sea, and if this gets away when the barriers are stormed, wheat will go down materially.

On the other hand flour prices were never figured on the high price of Winnipeg wheat and millers don't feel justified in reducing their quotations. And the American and Canadian visible supply of wheat is considerably less than a year ago. Market is very quiet, pending developments. Export business has flickered out for a time and the brokers wish it would flicker in again. Domestic trade is very quiet. Prices are stationary. Buyers are few. As to export this is because they think they are too high. In Canada most possible buyers are well stocked. The flour brokers may be seen matching for pennies or otherwise whiling away the time nowadays.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	8 20	8 00
Second patent	7 70	7 50
Strong bakers	7 50	7 40

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	8 00	7 80
90 per cent.	7 80	7 60
Straight roller	7 60	7 40
Blended flour	7 60	7 60

CEREALS.—There is a very good demand for split peas just now. Buyers are buying for export a good deal, and domestic business is also booming. $5.00 is still our quotation, but the market is firm. Rolled oats while dead enough, so far as export goes, are selling well to Canadian buyers. Barleys are springing into prominence. Pearl is worth $5.00 and pot $3.35 a bag. Supplies are getting very scarce. It is doubtful whether there is much in the country unless some one is hiding it—like the talent—in the ground. Cornmeal has an average demand and is firm at $2.65.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 70	3 90
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEED.—The firmness we noted last week has resulted, in the case of one firm at any rate, putting up its prices on bran and middlings a dollar a ton. A general advance is not considered likely, though. Business has to be taken where and how it is offered nowadays.

Mill Feeds—	Mixed cars, per ton
Bran	26 00 27 00
Shorts	28 00 29 00
Middlings	30 00 32 00
Wheat moulee	.... 30 00
Feed flour, per bag	1 85 1 90
Oats—	
No. 3, Ontario, outside points	0 55 0 56
No. 3, C.W., bay ports	.... 0 60

Success consists in something more than merely getting more money. It must be got honestly and it must be used wisely.

NEW PRODUCTS

Mr. Retail Grocer—This week we wish to introduce our Two New Products

"SCOTCH" FINE CUT OATMEAL

and

"SCOTCH" HEALTH BRAN

They are prepared as scientifically as

TILLSON'S OATS

A Food **Not a Fad**

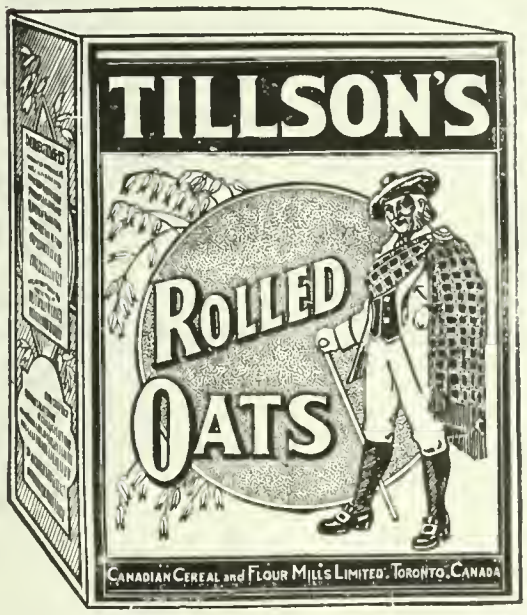
ASK OUR SALESMEN

To give you full information concerning them

WE ARE LEADERS

When possible, we are always ready to make any improvements in our service. It would be impossible to improve the quality of our products. Our motto has always been

QUALITY—THEN PRICE



CALENDARS

Send us a postal if you desire an attractive Tillson's Oat Calendar.

Window Display

We will gladly send you, prepaid, an attractive display suitable for your window or shelves.

MADE IN CANADA

Canadian Cereal & Flour Mills, Ltd.
TORONTO

PURE GOLD
QUICK TAPIOCA

Makes delicious, nutritious and wholesome desserts. Draw to your customers' attention the fact that it does not require to be cooked over night, but being granulated softens quickly and will cook in 20 minutes.

A tempting dessert is always possible with

Pure Gold Quick Tapioca

Retails at 10c. per package.

Packed 3 dozen to case.

Your jobber sells it.

PURE GOLD MFG. CO.,
LIMITED
TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
100 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 80
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 80
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

THE FIRST RESULT—

is immediate sales and better, stronger customers

Right from the first week, immediate sales and stronger relationship with the West will prove to you the distinct influence of

Nicholson & Bain Service

For when you place your product with Nicholson & Bain, their organization is so extensive that your product is known and talked about and placed over the whole vast West—IMMEDIATELY! Meeting the entire trade every day, their representatives enjoy an intimate connection that has secured the confidence and trust of the trade. To place your product with Nicholson & Bain is to place it on the whole Western field immediately, extensively and—for Good. Particulars gladly given on request.

Nicholson & Bain

WHOLESALE COMMISSION AGENTS AND MERCHANTS

HEAD OFFICE: WINNIPEG. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver

HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

"Yes, Ma'am

WINDSOR

is the best

Table Salt

we handle"

Made in Canada

Sterling BRAND

Sweet Pickles

find a hearty welcome in all homes that enjoy good pickles. Their fresh crispness and palate-pleasing goodness make them in constant favor.

The fact that most Grocers are continually restocking is pretty good evidence Sterling Sweet Pickles afford satisfaction and quick turnover.

Make sure of better sales, better turnover. Demand "Sterling" and GET them.

T. A. Lytle Co., Limited

STERLING RD., TORONTO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight, 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler In Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	26

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

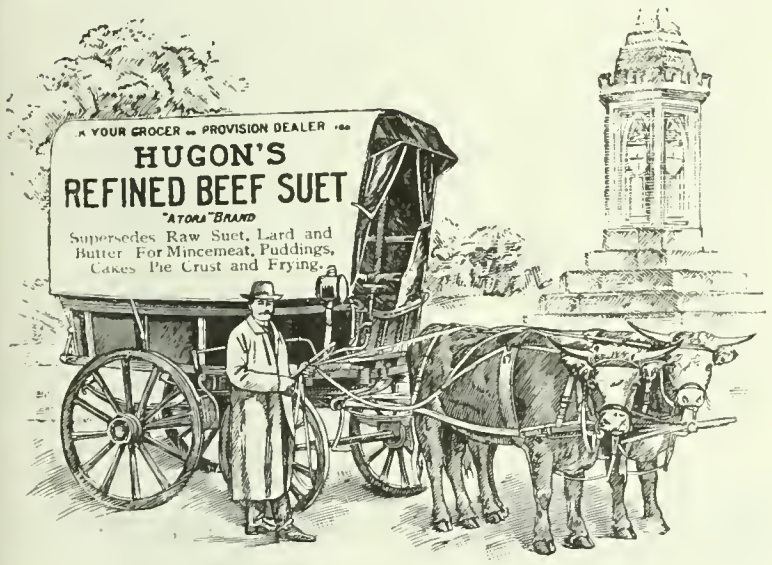
	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons


A YOUR GROCER or PROVISION DEALER
HUGON'S
REFINED BEEF SUET
"ATORA" BRAND
Supersedes Raw Suet, Lard and Butter For Mincemeat, Puddings, Cakes Pie Crust and Frying.

No Chopping. No Waste
Ready to Mix with the Flour
Delicious for Puddings
Excellent for Pie-crust
Unexcelled for Mince Meat
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

(1) It contains no skins, moisture, or impurities.

(2) **You should use one-third to one-half less in weight** than you would of raw suet.

(3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.

(4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.

(5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.

(6) It makes the best flavored Pie Crust and Cakes.

(7) It is the best and most economical fat for frying, as it can be used **over and over again,** and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)

(8) It is rendered at the Manchester Works, from prime Fresh Beef Snet only; **no preservatives are used, and it is guaranteed absolutely pure.**

For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd. ..... Montreal
Smith Brokerage Co., Ltd. ..... St. John, N.B.
J. W. Gorham & Co. ..... Halifax, N.S.
O. N. Mann ..... Sydney, N.S.
Mitchell & Whitehead ..... Quebec
The Lind Brokerage Co. ..... Toronto
C. G. Walker & Co. ..... Hamilton
Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary, Saskatoon and Vancouver.
A. W. Huhand ..... Ottawa
C. E. Disher & Co. ..... Vancouver, B.C.
F. C. Nivin ..... Victoria, B.C

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

Get Your Full Share of the Lenten Fish Sales

To let the Lenten Season pass without one strenuous effort for heavy fish sales is to pass up your greatest opportunity to create an extensive demand for all-year-round sales.

Let the proven quality, the established appetizing goodness of Brunswick Brand open up the demand in your locality.

Start now to push Brunswick Brand Sea Foods in your window displays, your counter displays, and on your shelves; get them most prominently before your customers.

If you ever want the extra profits of extra fish sales—and year-round fish sales—now is your opportunity to secure them with the established goodness and popularity of Brunswick Brand.

Keep your stock well up. Replenish to-day.

Connors Bros., Limited

BLACK'S HARBOR, N.B.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 35
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
S in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, S in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

$15.00 a Week for Your Spare Time

Do you want to make more money to get ahead, to get experience that will help you climb the ladder to success? We can help you by appointing you to look after the circulation of MacLean's Magazine and the Farmer's Magazine in your district. You can make $1 an hour if willing and wide-awake. The work is pleasant, healthful, and the training we give in selling will be invaluable to you.

Hundreds are doing this in their spare time. Others at first give spare time, but find it to their advantage to give it their entire time. If you desire to increase your income in this way, write us at once. We give you all the requirements for success, except the determination.

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Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

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Owen Sound, Ont.

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are getting scarce.

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Keep your supply up.

Send your jobber an order for any of these brands:—

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"Home Guard"
"Queen City"
"Puck"
"Kicking"

J. J. McCABE
Agent
Toronto

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In nearly every home in Canada there is a case of "nerves" which could be corrected by the timely use of Dr. Cassell's Tablets. You get nine chances to the druggist's one to sell them to your customers, so why not cash-in on your advantage by keeping a natty display on a counter or show-case, and by calling attention to the efficiency of this famous and proven "Old English Remedy"?

We're spending $60,000 in consumer advertising to help the dealers of Canada to create a demand and to reap the splendid profit of 50% on a big annual turnover. Now is your time to go after this business.

Send trial order.

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Agents for Canada: Harold F. Ritchie Co., Ltd.
10-14 McCaul Street Toronto

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Over Seventy Years the Leading Household Requisite

For trade satisfaction and profit there is no line of Baking Soda quite so good as **Cow Brand.**

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

Your wholesaler will supply you.

CHURCH & DWIGHT

Limited

Manufacturers MONTREAL

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Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

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See that you get them

Do Not Buy a Coffee Mill until

you investigate the ELGIN NATIONAL — after you investigate you will buy an ELGIN, the same as thousands of other Canadian merchants have during the past thirty years.

Ask your jobber to-day for a complete catalog—there is an ELGIN made to meet your particular requirements.

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OCEAN MILLS, MONTREAL.

Chinese stareb, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starcb, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO. East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ⅛s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks.	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 66
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

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Factories at Hamilton and St. Catharines

FRESH ARRIVALS

California and Florida

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Extra Fancy, Well-Bleached, Tender Stock.

FANCY FLORIDA GRAPE-FRUIT

Sound, Heavy Fruits. Fine Flavor.

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Lettuce, Rhubarb, Green Onions, Parsley, Etc.

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SUNKIST NAVELS

Your orders will have our prompt and careful attention. Write, phone or wire.

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HUGH WALKER & SON

Guelph and North Bay

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Business as Usual

Thanks to the loyalty of our customers and the popularity of Keystone Brand Brushes and Brooms, we have been able to keep our factory running full time with a full staff during the year 1914. The prospects are that we will have to increase our staff in the near future and thereby employ more Canadian labor.

Will you help us to do it?

Stevens-Hepner Co., Ltd.

Port Elgin, Ontario

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Brooms of Quality

to introduce our

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Please note the following

Special Prices

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Fine Polished Colored Handles

No. 1	CANADA,	5	stg.	- -	$4.50
" 2	"	4	"	- -	4.00
" 3	"	4	"	- -	3.75

6-doz. Lots and up delivered (Ontario)

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Clicquot Club Beverages
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Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
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The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

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MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish.
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
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City or town .....Prov.....

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

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Dr. Jackson's ROMAN MEAL

It makes Porridge and Pancakes and bakes everything

IT PREVENTS INDIGESTION

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RELIEVES CONSTIPATION

OR

MONEY BACK.

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Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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EVERY MERCHANT WHO SEEKS MAXImum efficieucy should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more thau the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pnre and uusurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits yonr orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

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THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a macbine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send description and price. C. C. Shepard, Minneapolis, Minn.

WANTED TO BUY—GENERAL OR HARDware store in the Eastern Townships. Give amount of last year's turnover, also stock on band and terms, proprietor or rent. Box 74, The Canadian Grocer, Toronto. (8)

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

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WANTED—SITUATION BY EXPERIENCED grocery clerk: first or take charge. Dis when suited. Apply D. M., 114 Smith St., Winnipeg.

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GOOD MANUFACTURER'S AGENCY WANTed for grocery, hotel and restaurant trade covering Montreal thoroughly. Write M. N. O., Canadian Grocer, Montreal.

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Reputation gained by long years of vigorous, conscientious and successful work.

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A Few Dollars More a Week

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Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

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Advise Your Customers

that by using
MAPLEINE
as a change of flavor, desserts and dainties will taste different and better.

Order from
Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

Start With His Promissory Note

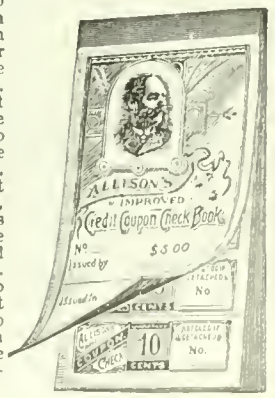
When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

ALLISON COUPON BOOKS

you START with his PROMISSORY NOTE, and HE starts witb the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

HOW THEY WORK:

A man wants credit. You think he is good. Give him a $10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with $10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywbere as the best.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

It's the Mild, Full Flavor of 7-20-4 Cigars

that captivates so many new customers and brings them back to your store. To open a tobacco department with 7-20-4 cigars is to be assured of good sales from the start. The profit is unusually good.

Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

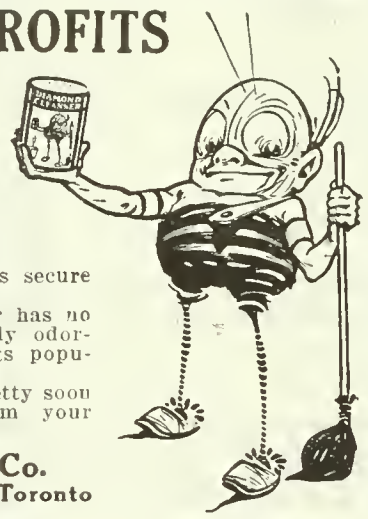
¼-lb. tins—
3 doz. in case

SALES AND PROFITS

Are assured on

DIAMOND CLEANSER

(Made-in-Canada)



It costs you $3 a case of forty-eight cans, and sells at 3 for 25c, or 10c a can. But most grocers prefer to buy in five-case lots at $2.85, and thus secure a still larger profit.
As a cleaner Diamond Cleanser has no equal on the market. Perfectly odorless, harmless to the hands, its popularity is growing every day.
Spring cleaning will be here pretty soon—better order a supply from your jobber to-day.

Stephens, Welch & Co.
7 Ossington Ave. Toronto

Say You Saw It
in
Canadian Grocer

SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

Finest Quality

Whittemore's Shoe Polishes

Largest Variety

QUICK WHITE
MAKES DIRTY CANVAS SHOES CLEAN & WHITE
QUICKLY EASILY APPLIED
ALSO CLEANS ALL ARTICLES MADE FROM WHITE CANVAS
WHITTEMORE BROS. & CO.
BOSTON, MASS. U.S.A.

Oldest and Largest Manufacturers of Shoe Polishes in the World

"**GILT EDGE**" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"**SUPERB**" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box (see cut). Retails 10c.

"**DANDY**" **COMBINATION.** For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"**ELITE**" **COMBINATION.** For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "**BABY ELITE**" **COMBINATION** (10c size). "**ELITE**" **PASTE** in 5 sizes.

"**QUICK WHITE**" (Liquid) makes dirty Canvas shoes clean and white. Retails for 10c and 25c.

"**ROYAL GLOSS**" self-shining dressing, for ladies' and children's black shoes (see cut). Retails for 10c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.

LIKE FLOUR OR SUGAR

You have a speedy selling staple in

Parowax

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in ¼-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES

Once she has used Wonderful Soap, the woman careful of her clothes insists on it continually. Wonderful Soap fully protects her clothes in washing—leaving them soft and white. With Wonderful Soap a single sale means continual sales. Write us to-day.

Guelph Soap Co.

Guelph, Ont.

ARMY RATIONS

Pure Jam **Pork and Beans**

Have you realized, Mr. Retailer, what the price of new season Jam is likely to be? The British and French Armies are using tons daily, and sugar is fully 2c a pound higher than when present stocks were made.

MILLARS' JAMS

Are absolutely pure fruit and sugar—almost pound for pound:

200 c/s Strawberry, 1 lb. $1.80 doz. 100 c/s Rasps., 1 lb..... $1.95
200 c/s Strawberry, 2 lb. 3.30 doz. 100 c/s Rasps., 2 lb..... 3.60
30 c/s Black Currants, 1 lb... $1.80
15 c/s Black Currants, 2 lb... 3.30

CAIRNS' JAMS

50 c/s Cairns' Raspberry Jams, 1 lb... $2.30
75 c/s Cairns' Strawberry Jams, 1 lb... 2.35

Every well-informed Grocer knows what Hand-picked Beans are costing to-day. We bought these canned beans before the raise and offer them as a

SPECIAL THIS WEEK ONLY

200 c/s, 3 lbs., Kitchener Pork and Beans in sauce, $1.00 doz.

Great, big, heavy 3-lb. tins with plenty of Pork: A dinner for a large family in each tin. Feature these at 10c a tin, and watch results.

Rock-Bottom Prices. **Courteous Service.**
Prompt Delivery.

LAPORTE, MARTIN, LIMITÉE

568 St. Paul St. **MONTREAL**

Telephone, Main 3766

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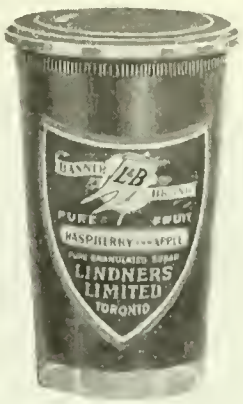


When some of the largest manufacturers in Canada have greatly increased their sales through the use of

Anchor Caps

isn't it pretty near time you carefully considered the effect *confidence* and *absolute security* have on the sale of your goods and the co-operation they receive from the dealer?

Get the facts about Anchor Caps *today.*

The Anchor Cap & Closure Corporation of Canada, Limited

Sudbury St., Foot of Dovercourt Rd.

TORONTO

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

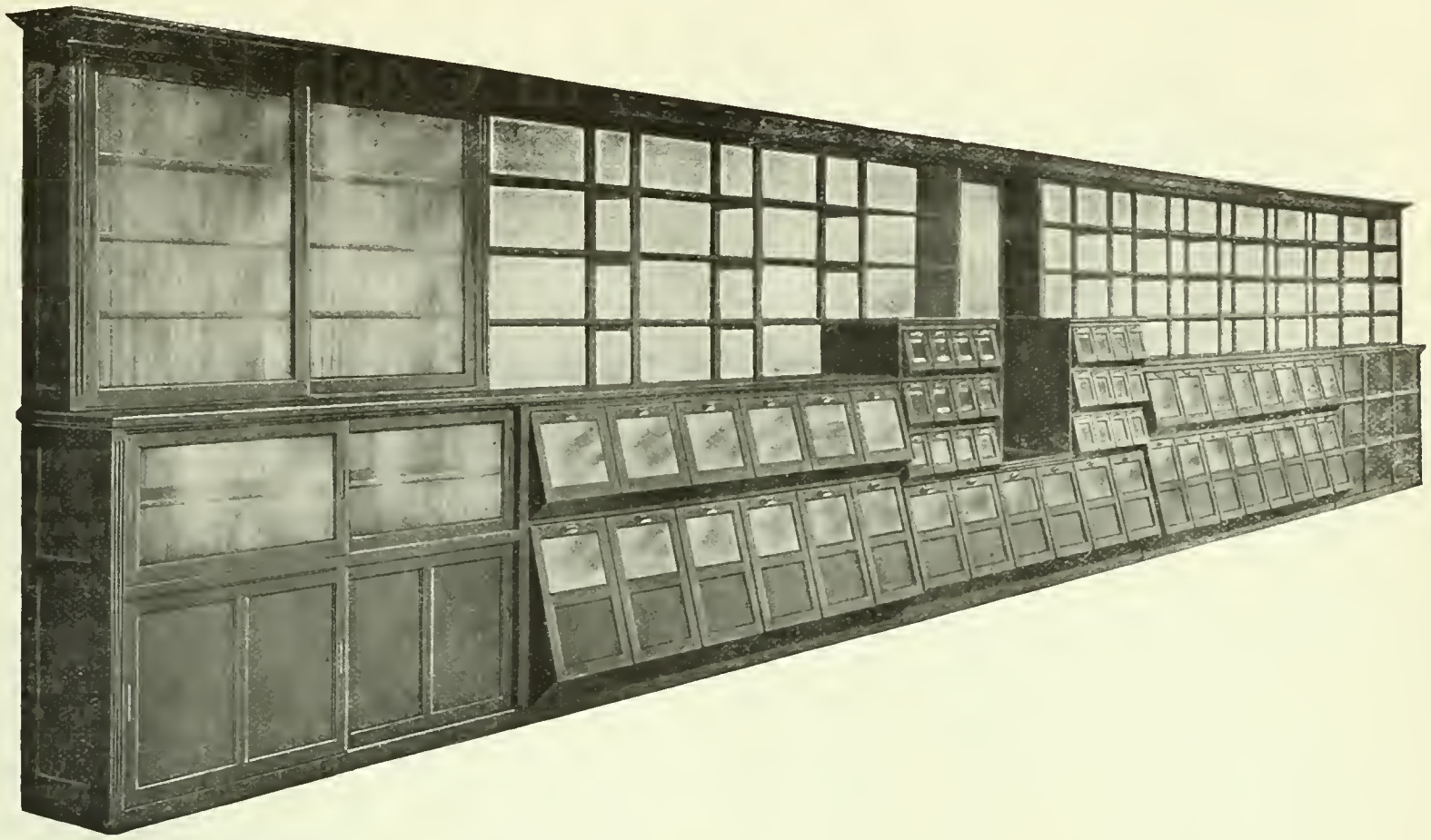
This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver



Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.

Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for ½-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

$15,000.00 in Cash Prizes

For Window Displays

of Products of Members of Rice Leaders of the World Association as Listed Below

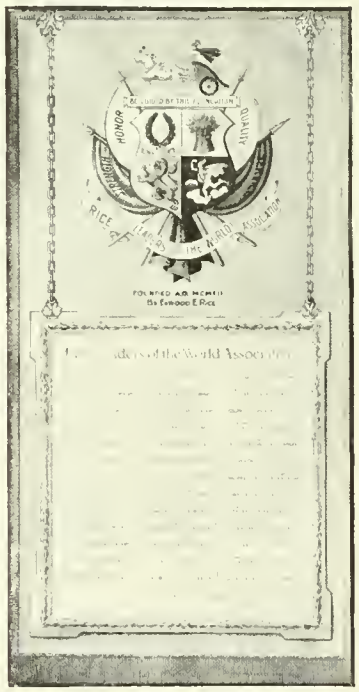
463 Prizes

First Prize	$2,000.00
Second Prize	1,000.00
Third Prize	500.00
Fourth Prize	250.00
Fifth Prize	250.00
Sixth Prize	250.00
Seventh Prize	250.00
Eighth Prize	250.00
Ninth Prize	250.00
Tenth Prize	250.00
Eleventh Prize	250.00
Twelfth Prize	250.00
Thirteenth Prize	250.00
Next 20 Prizes	each 100.00
Next 30 Prizes	each 50.00
Next 100 Prizes	each 25.00
Next 300 Prizes	each 10.00

463 Prizes. Total, $15,000.00

Contest Closes May 15, 1915.

20 x 40 inches in size



This Banner Must Be Displayed with Members' Products in Contesting Windows

Album of 100 Best Window Displays

SENT FREE TO EVERY CONTESTANT

This Album will contain the first one hundred prize-winning window displays, reproducing valuable trade-winning ideas brought together from all parts of the country.

This Album will be a valuable guide for future window displays. Such a book is made possible only by this universal campaign, embodying displays of products in the varied lines of business represented in the Association. The cost of reproducing this Album will represent a small fortune.

Each prize-winner's name and store address of the first one hundred windows will be given under the reproduction of his respective prize window in the Album. A complete list of the names and addresses of all other prize-winners also will be given.

Be sure to have your name in this unique Album.

BY INVITATION, THE FOLLOWING ARE MEMBERS:

Waterman's "Ideal" Fountain Pens and Ink
L. E. Waterman Co., New York.
"Niagara Maid" Silk Gloves and Ladies' Silk Underwear
Niagara Silk Mills, North Tonawanda, N.Y.
Fine Brass Beds, Steel Beds and Springs
The Simmons Manufacturing Co., Kenosha, Wis.
"Oildag," "Gredag," Acheson-Graphite and Electrodes
International Acheson Graphite Co., Niagara Falls, N.Y.
Electric Pleasure and Commercial Autos "Detroit Electric"
Anderson Electric Car Co., Detroit, Mich.
Women's Fine Shoes, "Queen Quality"
Thomas G. Plant Co., Boston, Mass.
Sharpening Stones and Abrasive Materials
The Carborundum Co., Niagara Falls, N.Y.
Alabastine-Sanitary Wall Coating
Alabastine Co., Grand Rapids, Mich.
Lead Pencils, Pen Holders, Rubber Bands and Erasers
Eberhard Faber, New York.
Onyx Enamel Ware
Columbian Enameling & Stamping Co., Terre Haute, Ind.
Revolvers and Automatic Pistols
Smith & Wesson, Springfield, Mass.

"Yale Locks, Builders' Hardware and Chain Hoists
The Yale & Towne Mfg. Co., New York.
"I-P" Loose Leaf Books and Forms
Irving-Pitt Manufacturing Co., Kansas City, Mo.
Fine Furniture
Berkey & Gay Furniture Co., Grand Rapids, Mich.
Rugs and Carpets
The M. J. Whittall Carpet Mills, Worcester, Mass.
Towle's Log Cabin Syrup
The Towle Maple Products Co., St. Paul, Minn.
Bohn Syphon Refrigerators
White Enamel Refrigerator Co., St. Paul, Minn.
Electric Heating Apparatus
Simplex Electric Heating Co., Cambridge, Mass.
Typewriters
Remington Typewriter Co., New York.
Lawn Mowers
Coldwell Lawn Mower Co., Newburgh, N.Y.
Umbrellas
Hull Brothers Umbrella Co., Toledo, Ohio.

Spectacles, Eyeglasses, Lenses, "Fits-U" and Other Optical Goods
American Optical Co., Southbridge, Mass.
Chalmers "Porosknit" Underwear
Chalmers Knitting Co., Amsterdam, N.Y.
Small Motor and Fan Specialists
The Robbins & Myers Co., Springfield, Ohio.
"Indestructo" Trunks and Luggage
National Veneer Products Co., Mishawaka, Ind.
Varnishes, Japans, Enamels, Fillers, Stains, Shellacs
Berry Bros., Inc., Detroit, Mich.
"Y and E" Filing Devices and Office Systems
Yawman & Erbe Mfg. Co., Rochester, N.Y.
Fruit Jars, Packers' and Druggists' Glassware
Hazel-Atlas Glass Co., Wheeling, W. Va.
Rifles—Shotguns and Ammunition
Winchester Repeating Arms Co., New Haven, Conn.
Hams, Bacon, Lard, Veribest Specialties, Grape Juice
Armour & Co.
Bouillon Cubes, Laundry and Fine Toilet Soaps

California Canned Fruits and Hawaiian Pineapple
Hunt Brothers Co., San Francisco, Cal.
Crane's Paper and Fine Stationery
Eaton, Crane & Pike Co., Pittsfield, Mass.
Pillsbury's Best Flour
Pillsbury Flour Mills Co., Minneapolis, Minn.
Linoleums and Oil Cloths
Cook's Linoleum Co., Trenton, N.J.
Clockmakers since 1817
The New Haven Clock Co., New Haven, Conn.
Automobiles
The Willys-Overland Co., Toledo, Ohio.
Watches
Elgin National Watch Co., Chicago, Ill.
Holeproof Hosiery
Holeproof Hosiery Co., Milwaukee, Wis.
Fine Mechanical Tools
The L. S. Starrett Co., Athol, Mass.
Magnetos and Spark Plugs
Splitdorf Electrical Co., Newark, N.J.

How Other Dealers Have Increased Their Sales Through Influence of the Association Banner Emblem

BANNER HAS GREAT STRENGTH.
Grand Rapids, Mich.

"The sales in PILLSBURY FLOUR increased twenty-five (25) per cent. during the week of the display, due to the Banner carrying the Emblem of HONOR, QUALITY, STRENGTH and SERVICE. This Banner certainly has great strength. I shall make more displays with your Banner."

WINDOW DISPLAY DOUBLES SALES.
Terre Haute, Ind.

"We would be safe in saying our sales of HUNT'S goods doubled. The window display attracted considerable attention and will, no doubt, influence considerable business in that line for some time to come."

RICE LEADERS OF THE WORLD ASSOCIATION

ELWOOD E. RICE, Founder and President

358 FIFTH AVENUE NEW YORK, U.S.A.

TEAR OFF—FILL OUT—MAIL TO-DAY.

This Coupon Brings the Banner ☞

Window Display Dept. - Rice Leaders of the World Association, 358 5th Ave., N.Y.

Please send me at once, Association Window Display Banner and full details regarding your $15,000.00 Cash Prize Competition. Displays will be made of

....
(List Members' Products Here)

Name ..... Street .....

City ..... State .....

FEATURING---SELLING FLY-DESTROYERS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX PUBLICATION OFFICE: TORONTO, MARCH 12, 1915 No. 11

Made in Canada from Canadian Concords for the Dominion Trade

The four sizes meet all requirements as to quantity. Encourage your trade to order several bottles of each size for the home.

Our free booklet of recipes is sent on request to any person desiring it.

The Welch Plant at St. Catharines will supply your demand

The new Welch Plant at St. Catharines, Ontario, a model plant in every way—in the heart of the splendid fruit belt between Lakes Ontario and Erie—was completed and put in operation this year to adequately supply the constantly increasing demand in the Dominion for

Welch's

"The National Drink"

Welch's is the pure, unfermented, juice of the choicest selected Concords. The exact, sanitary Welch method of immediately pasteurizing and hermetically sealing this juice retains unchanged its delicious, fruity aroma and tempting, healthful quality.

Dealers' helps, window and store display material, etc., furnished without charge. Sold by leading jobbers.

The Welch Company, Limited, St. Catharines, Ontario

Only a Soap as Pure and Serviceable as Le Calice Castile Soap could develop

and maintain the broad popularity Le Calice enjoys.

Made only from the purest of Eastern oils, Le Calice is both antiseptic and healing. Housewives find it as highly successful for cleansing frail and delicate fabrics as it is in making the toilet and bath a thorough pleasure.

And Le Calice suits the housewife's purse just as satisfactorily as it suits her needs and requirements.

Feature Le Calice, and you'll find it not only a heavy seller but a steady seller. Ask your wholesaler to-day.

LE CALICE
PURE CASTILLE

A. P. TIPPET & CO.

AGENTS MONTREAL

The Watchword

OF THE ATLANTIC
REFINERIES IS

Quality

Lantic Sugar

In our 2 and 5-lb. cartons, 10 and 20-lb. cotton bags, we pack only Extra Quality "Fine" Granulated

In our 100-lb. bags and barrels we pack both Extra Quality "Standard" and "Fine" Granulated at your option

Now in transit to your wholesaler

Atlantic Sugar Refineries, Limited

Montreal, P.Q. St. John, N.B.

ARCTIC the name that stands for dry, cold circulating air

REFRIGERATION

You know the effect of moist air, either cold or warm, on fresh meats and fruits, etc.—decay sets in quickly. Dry, Cold Circulating Air preserves—prevents spoilage. The superior scientific and practical construction of the "Arctic" gives the greatest volume of real dry circulating air and at the lowest temperature for the amount of ice consumed, which means economy in ice consumption and in the elimination of waste from spoilage.

Write for catalog and prices—all styles.

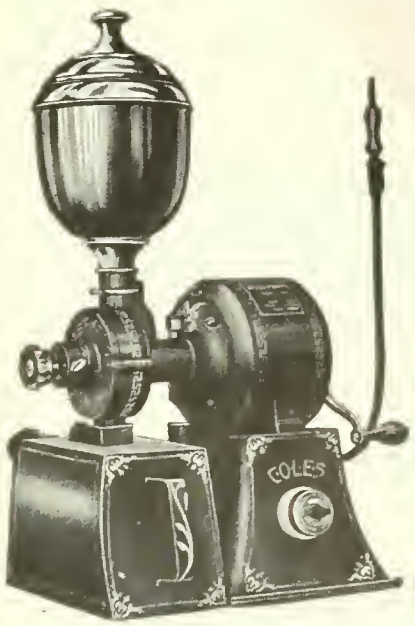
John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's **"right."**

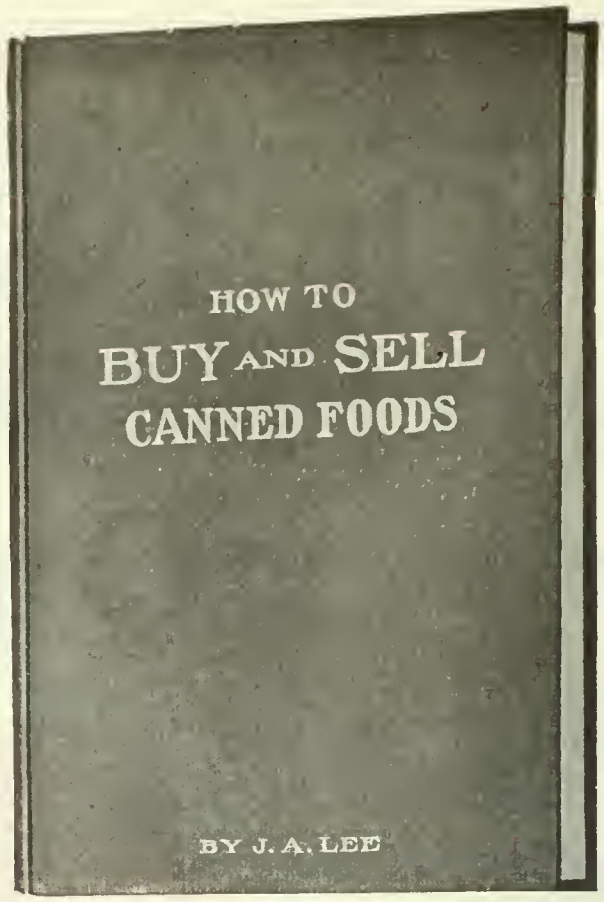
Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The MacLean Publishing Co., Limited

Book Department

143-153 University Ave. **TORONTO**

MADE IN CANADA

E D S

Feature Canada's Quality Jams this month in the large pails

As spring draws close the stock of home-made jams grows smaller and the demand for a truly worthy substitute becomes more insistent.

E.D.S. Jams and Jellies Are the Solution

They, with their true fresh fruit flavor (the result of the careful and quick processing after the picking of the ripe fruit), appeal to the most discriminating people.

By selling them in pails you can increase your profit, and save money for the housewife, which means much this year.

Trim up a window with E. D. S. Jams and Jellies, and make the pails the centre of attraction. Show the pails on your counter.

Boost the exclusively Made-in-Canada quality Jams and Jellies—E. D. S.—Sell them by the pail. Stock up now.

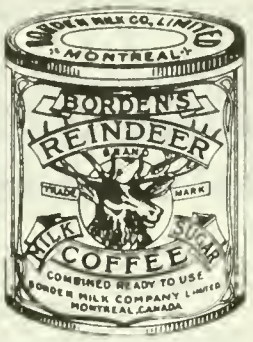
E D S

Made only by

E. D. SMITH & SON LIMITED

WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.



CONVENIENCE

is what makes Reindeer Brand so popular

Always ready for the occasion when instant use is desirable.

No waste, no spoilage. Brings to the last cup the same delightful flavor and goodness that made the first so enjoyable.

Just bring the kettle to the boil, and pour—with a spoonful of Reindeer Brand Coffee for each cup. No sugar, no cream; both are included with the coffee.

After once using Reindeer Brand Coffee or Cocoa, no housewife would willingly be without it.

Get Reindeer Brand into your displays prominently. Replenish your stock **to-day.**

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No 2 Arcade Building

Vancouver, B.C.

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a

Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.

Limited

Woodstock - Ontario

Don't Shoot at Random!

If you are desirous of adding the elass trade to your store you eannot *guess* your stoek to suit their demands. To fill the bill you must stoek *Carr's Biscuits.* They are *known* for *quality,* and carry the best trade with them.

Paeked for export in air-tight tins. Send an order to the nearest agent.

AGENTS:

Wm. H. Dunn Limited
Montreal

Dunn-Hortop Limited
Toronto

Hamblin & Brereton, Ltd.
Winnipeg and Vancouver B.C.

T. A. MacNab & Co.
St. John's, Newfoundland.

CARR & CO. CARLISLE ENGLAND

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-produeers and repeat business-getters is thoroughly established in the trade. Don't be eontent to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebee and Maritime Provinces, prepaying freight up to 50e per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

The need just now for a change from shop-withered, shop-stale vegetables—for better, firmer, fresher vegetables —just as they come from summer fields;

The need for something to shorten the weary toil of housework, to eliminate waste and inconvenience;

The need for more tasteful, appetizing, satisfying soups, just now, when winds are chill and days are drear;

Any wonder most housewives find so many occasions to use

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

SIMCOE BRAND Summer Vegetables

An assortment of Turnips, Carrots, Onions, Barley, Rice, Peas, Cabbage, Celery—all ready chopped and seasoned. For the most delicious and nourishing soups she just adds one tinful to the boiling meat.

Get this quick-selling SIMCOE Brand to the fore in your store. Ring up your wholesaler or write.

Increase upon Increase

THE REWARD

OF QUALITY

The output of "SALADA" for the first seven weeks of 1915, averaged 197,188 pounds per week. This is a total for the seven weeks of 1,380,318 Pounds, which is equivalent to 690 Tons or, in gross weight,

98 CARLOADS

The Increase in Sales for the first seven weeks of the year, over the same weeks in 1914, amounted to 191,077 pounds.

THIS IS A GAIN OF ABOUT FOURTEEN CARLOADS IN 7 WEEKS

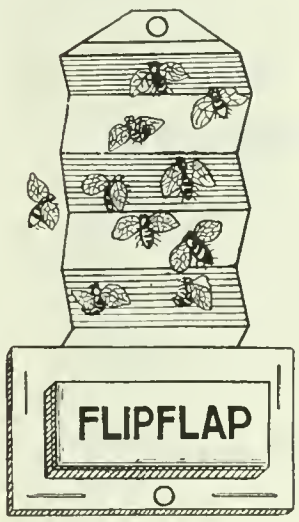
and every pound of it in "SALADA," sealed aluminum packets. ***Who Says Bad Business?***

"SALADA"

TORONTO MONTREAL LONDON, ENG.

SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

Two British-made bombs that will help put the finish to Canada's enemy—*the fly family and relatives*



No more dangerous enemy lurks about our Dominion than the innocent-looking fly, and people beginning to realize the importance of his extermination are going to look to you for the means to his end.

There's no time like early in the season to start the fly-catching campaign, for every fly caught then means millions less to catch.

Here are two death-dealers that will help solve the problem for you and your customers.

The Gorgon Fly Catcher

This type of fly catcher is a great improvement over the ordinary style of sticky paper. It may be suspended from the ceiling; in the window, over the stove, or anywhere where flies abound, without a drip or interfering with anything. It's very effective. Write for prices.

The Flipflap Fly Catcher

Another style of sticky fly catcher which is unequalled for neatness and cleanliness. It hangs anywhere and catches an enormous number of flies. Write for prices.

Order a stock of these two great fly catchers and demonstrate them in your own store by catching the first fly which shows up.

There's good money in these lines.

Hodgson, Sumner & Company, Limited

MONTREAL

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

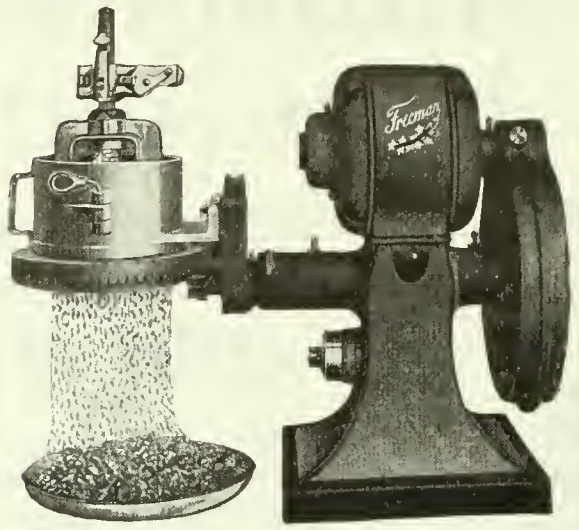
It's all Moonshine

to say that other coffee essences 'sell as well'—'please as well,' or are 'as good as' 'Camp' Coffee. There's no coffee 'as good as' Camp,' and for this reason 'Camp' sells more quickly and pleases better than any other. Get it into stock and you'll know why it pays to sell 'Camp'

R. Paterson & Sons, Coffee Specialists, Glasgow

CAMP COFFEE

Freeman's Electrical



Driven Meat Chopper Bone Grinder and Coffee Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited

Hamilton, Canada

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake, Manitoba

Squelch the Bogey of Overstock

No longer need you keep a varied assortment of different tobaccos to suit the changing tastes of your customers. The Rock City Lines meet every taste and every fancy and enable you to please your customers better and with a much less varied stock.

MASTER MASON

Smoking

ROSE QUESNEL

Smoking

KING GEORGE NAVY

Chewing Plug

MAPLE SUGAR

Chewing Plug

Stock up to-day.

Rock City Tobacco Co.

LIMITED

QUEBEC WINNIPEG

Grates polished with

GIPSY

Stove Gloss

"wear a black look."

Not so the grocers who sell it.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H.J.HEINZ COMPANY

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Over Two Million Women Are Reading About

O-Cedar Polish

(Made in Canada)

Our advertisements are appearing in the leading magazines and weeklies, circulating all over the Dominion, and on the billboards. Practically every woman in Canada is reading about O-Cedar Polish, and what is more to the point, she is buying it and recommending it.

Sales for O-Cedar are increasing daily. Do you want to share in this business? If you want a line which sells easily and gives you big profits

WRITE YOUR JOBBER TO-DAY.

Channell Chemical Co., Limited

369 Sorauren Ave. - TORONTO

Furnivall's Fits Every Taste

No need to keep a stock of various brands just to suit the particular fancies of different customers. The grocer who handles Furnivall's finds he can carry a much smaller stock and yet never need lose a sale.

For Furnivall's fits the particular tastes and fancies of everyone. Its price puts it within reach of all, yet allows you an excellent margin.

Write for list and get Furnivall's from your wholesaler to-day.

Furnivall-New

LIMITED

Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.

Mothers are Afraid to have Poisonous Disinfectants around the Home—

Why not sell them **Condy's Fluid** —the powerful, safe disinfectant used in European homes for the last hundred years?

Mothers may use Condy's Fluid indiscriminately about the home and safeguard their children's health. It contains no **permanganate of potash.**

Order a supply to-day. Ready for housecleaning time.

Condy & Mitchell, Limited

LONDON, ENG.

Sole Agents for Canada

Harold F. Ritchie Co., Limited, 10-12-14 McCaul St.
TORONTO

Canada's Clark's Best

Pork and Beans

Plain Chili Tomato Sauce

Our message to you this week, Mr. Grocer, is not a new one; we cannot do better than emphasize the old.

WE GIVE YOU THE QUALITY
YOUR CUSTOMERS APPRECIATE THIS
YOU KNOW WHAT SELLS.

BUY GOODS MADE IN CANADA

But

Buy Them

on

Their Merits

PUT YOUR STOCK IN SHAPE NOW

W. CLARK, LIMITED - - MONTREAL

Tartan BRAND
THE SIGN OF PURITY

FISH FOR LENT

Our Special Sea Trout, also complete assortment of Dry and Pickled Fish. See our travellers for prices, or mail, telegraph or 'phone at our expense.

3597, 3596, 3595, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

Bee Brand
JELLIES
STARCH
BORAX

The User's Own Quality at the User's Own Price

—that's the Bee Brand proposition in a nutshell. That's why more grocers are pushing Bee Brand goods than ever before, and realizing excellent profits. Why not feature Bee Brand goods yourself and do a double service to yourself and your customer? Write at once.

FORBES & NADEAU, Montreal, Que.

Advertising

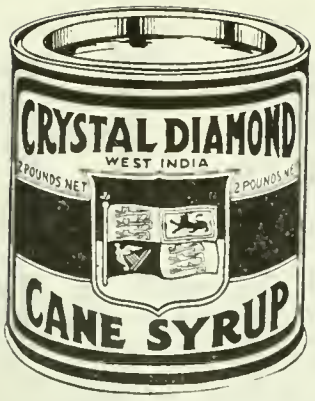
"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO



This is a fine Table Cane Syrup

in an attractive 2-lb. tin.

A good seller. Have you tried it?

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Behind REDPATH SUGAR

stands Sixty Years of experience and progress.

Thirteen years before Confederation John Redpath turned out "Ye Olde Sugar Loafe"—the first sugar refined in Canada.

In 1880, thirty-five years ago, the Redpath Refinery brought out Canada's first Granulated Sugar. By steady improvement in equipment and methods, "REDPATH Extra Granulated" has been brought to the point where it is absolutely pure sugar, of the highest possible quality.

Again, in 1913, the Redpath Refinery introduced the third great improvement in Canada's sugar supply—the Redpath 2 and 5-lb. Cartons.

During all these years of leadership, the Redpath aim has been QUALITY—the quality on which the national preference for Redpath Sugar now rests so solidly. Such quality is the result, not of modern machinery alone, but of experience, modern methods, and a fixed determination to produce nothing unworthy of the name REDPATH—to maintain in every pound of our product the reputation of "Canada's Standard Sugar."

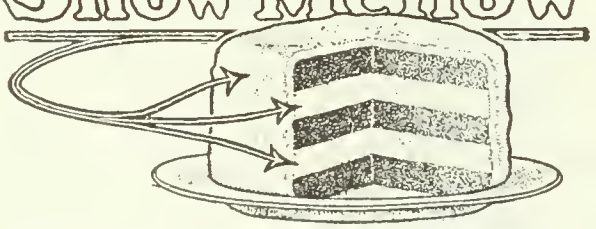
Far-sighted, business-building grocers understand the importance of specializing on such Standard products as REDPATH Sugar, which never fails to give entire satisfaction to customer and dealer alike.

Canada Sugar Refining Co., Limited, Montreal

Get Acquainted

with the new pure food product for making the most delicious meringue, icing and filling—

Snow-Mellow



It will prove a positive boon to the housewife, if you will only introduce it and get her to try it.

"Snow-Mellow" is so simple to make. Just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, and she has the makings of a score of dainty desserts for every occasion, to say nothing of the rich, fluffy, tender icing and filling she can make.

And the profit margin for you, Mr. Grocer, is a generous one!

Write to-day for further details and prices, or

Ask your jobber—

The W. T. Ott Co., Inc.

32-34 Front St. West **518 St. Catherine St.**

TORONTO **MONTREAL**

68 L.

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. **-:-** **Toronto, Ont.**

Always Fresh *Always Cool*

EL PREZ
:: CIGARS ::

A HUMIDOR IN EVERY BOX

The last Smoke as Cool and Sweet as the First

JUST KEEP THE HUMIDOR MOIST

"EL PREZ" Means "Quality." A Good Smoke

Let us send you a box, $4.00. Mailed to your address, postage paid

W. H. ESCOTT CO. LIMITED

Department B. - - 181-183 Bannatyne Ave., Winnipeg, Man.

Order a caddy of this big seller

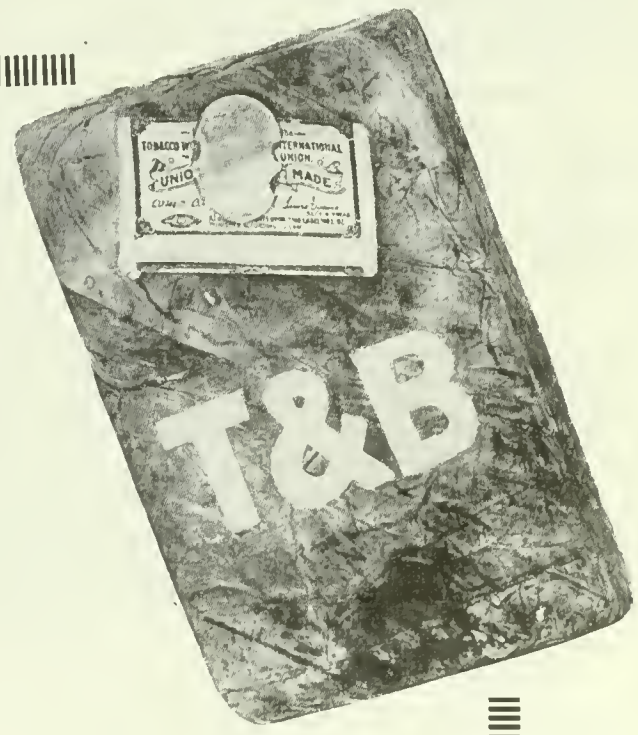
For a live-selling, profitable plug tobacco, there's nothing on the market that will compare with

TUCKETT'S
T & B PLUG
(SMOKING)

It's made of the finest Virginia leaf, carefully selected and expertly cured. Stock T. & B. Plug and give your customers better value for their money.

Order a caddy to-day.

TUCKETT LIMITED
HAMILTON



A 10c. Plug
Finest Virginia
Smoking

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer — Foodstuffs — Exporter
I am a buyer for Beans, Peas, Seeds. Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

A want ad. in this paper will bring replies from all parts of Canada.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG, - MAN.

Made in Canada Exhibition
See Page 59

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

The business of "SALADA" TEA is being conducted in exactly the same way to-day as it has been for the past twenty-two years

and its aim, as always, is—**QUALITY FIRST, LAST AND ALL THE TIME.**

If the market advances, we face our difficulties and do the only logical thing—raise prices to the consumer. It creates temporary trouble, but is the only honest way of facing matters.

Since "SALADA" was first introduced in 1892, there have been 192 packet teas placed on this market. Many of these have tried the opposite course—when markets went up they lowered their quality. Where are they to-day?

Our policy will continue, as in the past, to make our first consideration — QUALITY.

"SALADA"

TORONTO, MONTREAL and LONDON, ENG.

LARD

Keep your eye on the Lard Market! You know what Butter is selling at now, and there is no doubt but that it will be higher. All provisions will be higher before the snow goes. Then why not Lard?

You cannot go astray in buying for your wants, and you can make no mistake in buying "Star" Brand when you do buy.

Put up in tierces, tubs, pails, 20 lb., 10 lb., 5 lb. and 3 lb. tins, also in one pound cartons.

Made under Government inspection.

F. W. Fearman & Co., Limited
HAMILTON

Delays Are Dangerous

If warm weather comes early, are you ready for it?

Eureka Refrigerators are superior to anything else made, and are used by all the leading Butchers and Grocers in all parts of the Dominion.

You take no chance when you buy one.

Every Eureka is fully guaranteed.

Perishable goods are kept in the best possible condition, perfectly dry and wholesome.

A Eureka will pay for itself in a short time.

Write for Catalogue, or call at Showroom.

Eureka Refrigerator Company
31 Brock Ave. Limited **TORONTO**

KEEN'S OXFORD BLUE

Just as her parents and grandparents knew KEEN'S as the acknowledged favorite, so to-day's housewife feels your personal interest when you suggest KEEN'S—*The best* she can buy in washing blues.

Write your nearest wholesaler to-day.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

SUCCESSFUL GROCERS

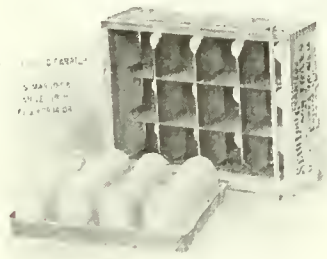
Handle The Big Lenten And Easter Egg Demand With The Star System For Safe Egg Handling

Experience has shown them that the Star System being designed especially to protect eggs in vehicle delivery, will make them the maximum profit at the lowest cost, and deliver eggs to the complete satisfaction of their customers.

The Printed Star Egg Tray carries the store's message direct to the housewife, keeps the grocer's telephone number conveniently before her and is a continual reminder of the good store service she is receiving.

"SAFETY FIRST" Is The Slogan Of Profitable Egg Handling. Order A Star System For Safe Egg Handling From Your Jobber, To-Day.

Use A Complete STAR SYSTEM For Every Vehicle You Run.



Four Dozen Star Egg Carriers

5,000 Star Egg Trays Printed With Your Advertisement.

One Package Divisions to Keep Your Carriers Always New.

IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL

STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street **Rochester, N.Y., U.S.A.**

CANADIAN GROCER

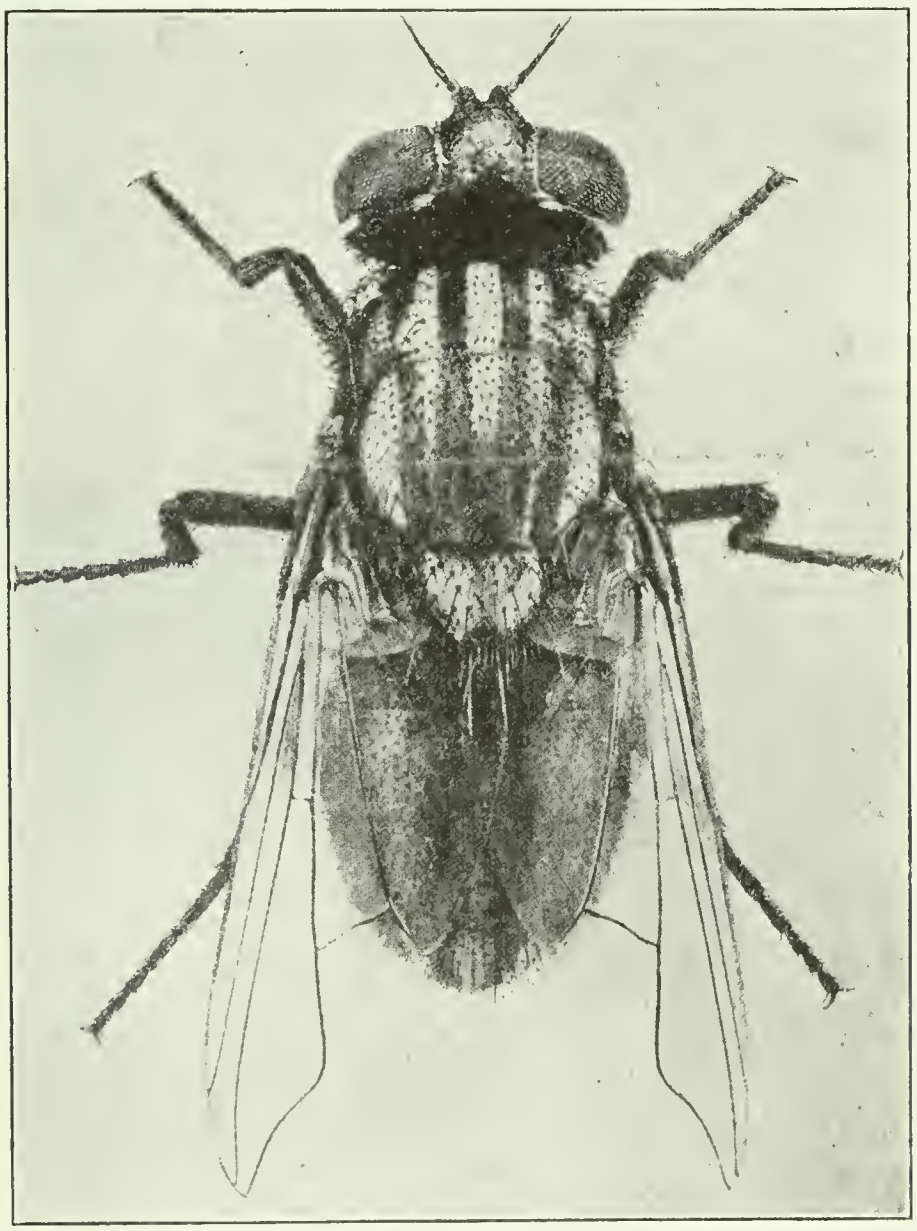
VOL. XXIX TORONTO, MARCH 12, 1915 No. 11

"Kill That Fly"

And Kill It as Soon as It Shows Itself—Some Facts and Figures—Aids to Selling — The Importance of the Campaign—Suggestions For the Prevention of the Nuisance About the Store—All Refuse Should Be Promptly Removed.

Written for Canadian Grocer by E. A. HUGHES.

IT is time to get after the fly again. Spring is starting in and the office boy reports that he saw a fly in the window last Thursday. Our regret is that he did not kill it. Richard the First never waged more determined warfare against the Saracens than everybody should against the fly this spring and summer. It is only in recent years that it has been demonstrated just what a positive evil the fly is. Although Rameses found out what a plague of flies meant. We have always regarded it as more or less of a nuisance, but it is only this last few years that the full seriousness of the nuisance has come home to us. Scientists have been drumming it into us; doctors have been giving their views about it, the press has had competitions to stimulate the campaign against the housefly, and this year that campaign must be more active than ever.



No better service to the world could be performed than the extinction of this deadly enemy to mankind.

When you come to think of it, the fly has a great chance to crowd a small lifetime with a lot of "bad acting"—to use a colloquialism. It is well known that it thrives upon filth and prospers upon refuse, and there is more refuse, i.e., waste matter in the world than anything else. Our garbage pails, row after row of them in street after street; our outdoor buildings, stables, and the like; rotting vegetation all these and a score other homes the housefly has. In the matter of the garbage pail alone the fly must attain startling propagatory results. We throw into our garbage pails what we can't stand in the house, and the fly comes along and seizes on the quickly fermenting contents of the garbage pail and turns them into a breeding ground and a supply store where may be obtained nutriment for the larvae.

Some Producer!

The fly is some producer! Scientists tell us that a fly, when she lays eggs, does it to some purpose. One hundred and fifty at a time is a record which provision merchants wish they could get the hens to imitate. Taking that 150 eggs (which take but ten days to hatch), and allowing that fifty per cent. are females, there are 75 more sources of reproduction, and they are ready in a very few days after hatching to reproduce. Seventy-five flies, prolific to the tune of 150 a time, means that in another ten days 11,250 flies are ready to carry on the work. Keep on the arithmetic exercise and allowing that 50 per cent. of this 11,250 is reproductive, and that at the capacity of 150 apiece, and in a month's time you have between eight and nine hundred thousand flies. And all from the fly of thirty

days ago! Work it out in Algebra and figure how many flies one fly is responsible for in a summer, and you prove for yourself what a menace the thing becomes. Quantity sometimes becomes a dangerous rival to quality. If Wilhelm the Swollen-headed could discover some method of producing soldiers as quickly as the fecund fly produces her kind he wouldn't be feeling so blue about the outlook.

Messengers of Evil.

And, remember, all these flies are carrying contamination in more or less degree. They thrive on filth, and they live chiefly by filth. You have watched a fly yourself. He will sit on the fence, then fly down to the garbage pail, then —unless you are guarded—in through your window he goes, and straight to the jam or the milk or the sugar. Imagine even a particle of the polluted contents of the garbage pail being brought into immediate contact with the milk you put in your tea, with the jam the kiddies eat. Or, again, watch a fly crawling around a cuspidor in a hotel or store, nibbling goodness knows what (except that goodness knows it is filth). Then see it make a bee-line for the meat, if it be in a hotel, or for any of the thousand and one things that there are in a store. And how is anybody to guarantee that those foodstuffs are absolutely untainted afterwards?

The Grocer's Responsibility.

The retail dealer has a big responsibility in this matter. He sells food to the public. If infection is carried by a fly to a child through food and so on in the house then it is the wife's lookout. But the grocer has a big responsibility. The cheese, preserves, cooked meats and so on which are latterly in the consumer's houses are in the retailers' stores first. It behoves the grocer, therefore, to take every possible precaution against the housefly. Supplies of decayed matter on the premises should be minimised. Don't let the refuse stay about the premises too long. Old paper and rags and stale foodstuffs, particularly meats, should not be left about the place any longer than is absolutely necessary.

Fly netting over foodstuffs will help some. You are too busy to be killing every fly that gets into your store, but by netting placed over the meats and other foodstuffs you can do a good deal by way of prevention.

Then there are the time-honored fly-killers, a plentiful varity. The grocer, besides selling these, will need to use them himself. "Kill that Fly"—it's a good slogan. And if you figure that every fly you kill has the potentialities of hundreds of thousands, you are taking a hand in a very worthy war.

On the selling end of the subject it may be said that the time for the grocer to get his public interested in the "Kill that Fly" campaign is right now. Talk the danger of the fly to the housewife. Point out that a fly which has been lingering round a garbage heap isn't the nicest visitor for her child's skin. Suggest that tuberculosis and typhoid might be considerably reduced if the fly were more rigorously persecuted. Then you ought to be able to sell lots of fly killers. It is not only an opportunity but, as we pointed out earlier in this article, a responsibility and a duty. The grocer can do much by word of mouth.

Placards bearing the legend "Kill that Fly!" and conspicuously placed will help some. Paintings or cartoons in the window depicting the maliciousness and power of the fly are all along right lines. A card bearing statistics and pointing out how the fly is responsible for disease, can be got and put up in the window. Something along the lines of the figures we give here as to the propagating proclivities of the fly if it were given to customers on a slip of paper might be a good aid.

And the talking point is "begin now." Tell your customers that every fly they kill represents numbers more. "Kill that Fly"—the Kaiser's soldiers get iron crosses for work much less valuable!

Sell at Odd Prices

Suggestion Tendered by Hamilton Wholesale Grocers to Their Retail Friends in Order That Profits May Be Improved —Toronto Retailers Favor the Idea.

THE Hamilton wholesale grocers are endeavoring to get the retail trade there to eliminate the customary popular prices and sell a number of goods which have lately advanced, at odd figures. This was referred to in a letter in last week's Canadian Grocer from a Hamilton retailer, who forwarded a copy of this circular which is reproduced herewith:—

TO OUR RETAIL FRIENDS.

Dear Sir,

The present advance in food profits due to the extraordinary condition of the world's affairs, prevailing for some months past, and the increased expenses incidental to business, are undoubtedly matters of serious moment to all those engaged in business.

The practice amongst the retail trade, so far as we have been able to learn, has been for years past to sell goods at what might be termed popular prices, viz., 5c, 10c, 2 for 25c, 15c and so on, as the case may be. While this would work out satisfactorily under ordinary conditions, with market fluctuations as rapid as they have been of late (due to excessive marine insurance, lack of transportation facilities on the ocean, changes in the tariff, etc.) it cannot but be in the interests of the retail merchant to consider seriously the absolute necessity of cutting out the old system and charging odd prices, like 6c, 7c, 11c, 13c, 16c, 17c, etc., for goods that were sold formerly at popular prices.

Upon inquiry as to conditions in the States we find that the retail merchants are adopting that plan, and have been very successful. For instance, goods that would perhaps at one time have been sold at 10c. they would be charging 11c or 12c for; goods that have been sold at one time at 15c, they would be charging 16c and 17c for; goods that had formerly been sold at 5c, they are charging 6c and 7c for: as necessity (due to higher costs) demands.

Realizing that the interests of the wholesale and retail trade are mutual, and appreciating present difficulties, we thought it wise to direct your attention to this matter with the hope that it would ultimately (and very soon we trust) result in somewhat better margins to the retail merchant.

Would suggest that it is a matter that could be profitably discussed through the medium of your association.

Yours truly, etc.,

Hamilton, Feb. 18th, 1915.

• • •

At the regular meeting of the Toronto Grocers' section of the Retail Merchants' Association on Monday evening, Chairman F. C. Higgins, announced that a Hamilton friend had sent the association a copy of this circular, and suggested that it might be a good idea to circulate it in Toronto. One of the retailers present, who had already adopted this idea in so far as many goods were concerned, approved of it, and the suggestion was made that the wholesalers of Toronto be requested to do the same as their Hamilton confreres, that is, send a copy of a similar circular to every member of the trade. The retailers felt that something must be done to protect their profits and they are in hopes that the suggestion will be generally acted upon.

TIMELY WINDOW DISPLAYS

This window shows what can be done by any grocer in the way of jam, marmalade and canned foods display. The present is a particularly opportune time for a trim of this character.

A clever canned salmon window trim that tells a story of salmon canning from the river to the finished product.

Retailers Discuss a New Competitor

Methods of the Canada Grocery Company in Review—It Was Pointed Out That in the Price List the Very Outside Quotations of the Retailer Were Given in Many Instances —Good Work of the Association in Assisting the Removal of the Householders Stores.

TORONTO, March 11.—(Special). —Every once in a while some new variety of competition springs up and makes it all the more difficult for the retail trade to conduct a profitable business. No sooner did the Householders' Co-operative Stores pass away, when a firm known as the Canada Grocery Co. began business in Toronto as wholesale grocers selling direct to the consumer. A description of the methods of this concern were given in Canadian Grocer of two weeks ago, and the matter formed one of the chief topics of discussion at the regular meeting of the Toronto Grocers' Section of the Retail Merchants' Association on Monday evening. As soon as the head office of the Association received a circular and price list sent out by this company, various manufacturers whose goods were included were communicated with.

A letter was read from a firm to the effect that it had no knowledge as to where the Canada Grocery Co. was buying its product, and if it discovered the source everything would be done to prevent it from securing more. As was pointed out in our issue of two weeks ago, the Canada Grocery Co. say in their literature that no order will be delivered for less than $10, and in every case there were minimum quantities mentioned. A number of the retailers pointed to the fact that in many cases the very outside retail prices were given. For instance, a certain cereal was quoted at 15c a package as the regular price of the ordinary retailer, where as a matter of fact there is very little if any sold at that rate. It was pointed out that this sort of thing inclines to make people believe the retailers are holding up prices, and in that respect there was a good deal that did not represent the true facts. "One customer," remarked one of the grocers present, "showed me the list of goods some time ago, and she was already convinced that there was a certain amount of misquotation as to the alleged prices of the retailer." The matter is still under consideration by the Grocers' Section of the R. M. A.

F. C. Higgins occupied the chair in the absence of Chairman Neil Carmichael, who is moving his stock a few doors south of his present premises this week, and who was unable to be present. Mr. Higgins called attention to the fact that since the last meeting of the Association the Householders' Co-operative Stores had failed, and pointed out that this was chiefly due to the efforts of the Provincial Secretary, E. M. Trowern, who had insisted that these "co-operative" people were not doing legitimate business in their original policy of charging a membership fee to customers, and giving them no say in the operation of the company. It will be remembered that Mr. Trowern took this matter up with Provincial Secretary Hannah, and the Householders' Co-operative Stores were compelled to change their policy and to operate in the regular way, as a joint stock company. Here is one tangible result of the good work of the Association since the new year, and it should be remembered by every doubting Thomas, who when asked to become a member of the Association, wants to know "What have they ever done, anyway?"

The question of holding a social evening some time during the next month was again urged by Donald Nicolson, but it was decided to leave this matter over until the move was made to the new premises at the corner of Yonge and McGill streets. There may be a housewarming then. Some of the officials think that the new building will be occupied about April 1st.

Provincial Secretary Trowern reviewed what was being done in regard to the "Give-a-Man-a-Job" campaign. He is on the committee and told how the entire campaign was being operated. The city is being divided into districts, with what is known as a Neighborhood Workers' Association in each, and which is responsible to the Social Service Commission as the parent body. He suggested that it would be a good idea to have a member of the Association in each of the districts, who would be kept fully informed as to what is going on, and who would know the parties deserving charity. There had been various figures handed out as to the number of unemployed in Toronto, some of them being around forty and fifty thousand. Mr. Trowern, however, believes that there were no more than ten or eleven thousand deserving people out of work, and that the other figures were considerably magnified. There was, of course, always a great influx of people through Toronto every winter who had made good money in the summer, and who were not deserving of charity.

J. Davison, J. S. Bond, Donald McLean and others maintained that so far as they could see there were no more people out of work than usual. One of the members remarked that his accounts were being paid just as usual, and there were others who endorsed this.

A somewhat new idea was presented by W. J. Nichol, who suggested that the retailers get closer together, organize a big buying association, control the output of certain manufacturing plants and have their own trade mark on the goods. In effect the retailers were to become manufacturers. He claimed that at the present time there were a great many lines on which the retailer was making little or no profit. After further discussion in which a number of the members expressed their approval of the idea, it was decided on motion of Fred Giles and D. Nicolson that a committee be named to go further into the matter. This committee is composed of W. J. Nichol, Robt. Dowson, W. J. Parks, J. S. Bond and D. Nicolson.

This idea is somewhat a novel one in so far as Canada is concerned and before anything definite is decided upon great care will no doubt have to be exercised. One trouble would be the difficulty of maintaining uniformity in the quality, flavor, etc., of the various lines that the association would control. The idea is to get some 200 retailers into the proposition, and here again careful judgment would become a necessity if satisfaction to everyone is to result.

A letter was read from an association of fruit growers in Durham County, where there is an egg circle, asking the association to discuss a proposal to handle the entire output of guaranteed fresh eggs from that district. This was another matter left in abeyance until further information could be secured.

BEST OF THEM ALL.

S. E. Gust, Redcliff, Alta., writes: I think Canadian Grocer is the best grocer's paper of them all. There have been many good pointers in every copy that I have received so far, and now I never write my weekly advertisement until I have looked over the latest copy of Canadian Grocer."

How to Sell Jam

The Methods of Two Clerks Contrasted—Indifference and Lack of Knowledge of the Stock a Sure Business Loser—Show the Customer the Good Quality and High-Priced Goods First.

BY O. E. DALTRY.

I WENT into a grocery store one day recently with a lady who wished to purchase some jam. The salesclerk looked around the shelves in a dazed sort of way as if he was not quite sure if they had any jam or not, and then produced a small, unattractive jar, the label of which showed that the contents were "Gooseberries" and pushing it towards us mumbled, "15 cents." Now the lady did not like gooseberry jam, and said so, to which this apology for a salesman replied, "We only have the one kind, that is—at 15c." She did not wait to explain that 15c was not necessarily her limit in price when purchasing jam, but with a hasty "Come along!" to me, was making for the door when a dapper white-coated salesman caught my eye. "Don't you sell jam?" I asked, with a slight accent on the word "Sell." "Certainly," said he, "this way please." Reaching up to a shelf, he placed before us a big jar of "Canadian Strawberries" saying, "85 cents," then a larger one of "Raspberries" at $1.25, also a fine "Greengage" jar at $1.15. They all looked so tempting that the lady quickly bought two of them, and thanking the salesman walked away contented.

Now I might here say that all this is applicable to the sale of wall paper or anything else, but this article is about jam, and it is going to be about jam, and jam only. At the same time if anyone cares to be guided by it when selling flat irons, kid gloves or wall paper, I have no doubt of its fitness, for it will work just as well for any of these commodities.

CHEAP GOODS—LITTLE SALESMANSHIP.

Why do so many clerks start by showing the customer the lowest-priced goods in the store? Possibly it is that the cheap goods require the least salesmanship, but does the saleselerk admit that he is a poor salesman and incapable of selling goods that require a certain amount of ability to dispose of?

If I were selling jam, I would first of all show my customer the more expensive kinds, then if the price was too steep, it would be a simple matter to hand out some of the cheaper lines, yet often the attractiveness and the extra quality of the costlier goods would win out, and I would have the satisfaction of feeling that I had accomplished something worth while, and had made a little more money for my employer. Then again I would not offer the highest grade goods with an air of apology as to the price, as if I thought that the charming customer before me could not afford so much for a pot of jam. No, sir, I would flatter her by intimating that such jam appealed only to epicurean tastes like her own, that she would shine in a brighter heaven when her friends perceived that her refined ideas demanded that her table be served with only the choicest delicacies. I would point out that quantity and quality considered, she was getting far more for her money than by buying the cheaper kind. Thus I would build up a greater and more profitable trade, and daily I would be educating myself to fill a higher place in the world of business.

Always have a good line of talk ready and never be afraid to show the more expensive goods wherever there is the least chance of a sale. Practise this, even when selling jam.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

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RESOLUTIONS OF A LIVE WIRE.

Because stale and dirty stock is not appreciated and because it tends to lessen the reputation of the store, I have determined that this year there shall be no complaints in this respect. I intend to see that my salesmen shall dispose of all the older stock before the new and that when new stock is placed on the shelves it shall be put to the rear. There is no reason why dirty and dusty labels should be presented to customers, and they are not going to lose any more trade for me.—A.L.W.

A Woman's Viewpoint

A NEWSPAPER report of a meeting of vegetable men at Lambton, Ont., states that "Mrs. Cameron of the Housewives' League of Toronto, addressed the meeting on the high cost of distribution of vegetables to Toronto consumers. 'There are too many middlemen, and there should be more direct dealing between the producer and consumer,' said she. 'Our league is preparing a petition, which will be forwarded to the Mayor and Board of Control, asking that three additional markets be established. It costs the average consumer too much to travel to one central market.'"

It seems impossible to convince the women folk that retail stores are absolutely necessary. We venture to say that Mrs. Cameron has overlooked the fact that the retailers of any town or city have to pay a good big percentage of the taxes and that they employ many men and women; that the more the business of the retailer is restricted the less will he be able to meet his many obligations and that the retailer has no moral right to help maintain market institutions which are doing business in direct competition with him—he who has to pay taxes for the privilege of doing the same sort of business as these markets.

Vegetable men too should appreciate the fact that the more retailers display vegetables in their windows and on their counters, the more will be sold in a year, and the greater will be the benefits to them. Neat, clean display is one of the biggest factors in selling vegetables and if the retailer is to take the greatest interest in the sales of this class of goods he must be encouraged, not hampered.

Relationship of Competitors

ASSOCIATION work has been instrumental, more than anything else, for bringing together men in the same line of trade, who because they are competitors have had more or less a natural antipathy towards one another. Instances, there are, galore, where merchants have met one another on the street day after day without speaking, only to be reunited in the association room.

The following little conversation between a merchant and a customer is typical of what should be the rule rather than the exception in retail stores:

Customer—Good morning, Mr. Smith. I saw some fine spring chickens at Miller's. Have you some?

Dealer—Yes, ma'am, spring chickens are fine now and we have some excellent stock. Here they are, make your own selection.

Customer—Are they as cheap as at Miller's?

Dealer—Oh, yes; you see Miller and I buy a great deal together and we always have the best in the market, at the lowest prices.

Customer—I think Mr. Miller is a fine man.

Dealer—He is, a perfect prince.

Customer—And he keeps his store in lovely condition.

Dealer—Indeed, he is always up-to-date.

Customer—Well, I will take these two.

Here we have illustrated things as they should be. There is too much knocking of competitors who should be united against their common enemies — mail order houses, long credit customers, insufficient profits, etc. Organization is a powerful assistant towards producing ideal relationships between competitors. Every merchant should be identified with a local association.

Deficient on Service

IN Canadian Grocer of two weeks ago there appeared an editorial referring to the Canada Grocery Co., a firm of wholesale grocers organized to sell direct to the consumer. We pointed to the fact that this concern was in competition with the legitimate retailer—but that it would scarcely supplant him—and suggested that the retailer make stronger endeavors to give the very best service possible, so that this new competition would be ineffective. We are in receipt of a letter from a reader who evidently got the impression that we favored this concern, but in order to dispel any misconception of this kind, we want to say here that Canadian Grocer is entirely opposed to business being done on the prineiples adopted by the Canada Grocery Company.

Circulars such as that issued by this company tend to give the impression to the consuming public that the retailer is charging undue prices. It is of course quite possible for any company to reduce the cost of goods if it also reduces the service in doing the business; and conditions as set forth by the Canada Grocery Co. are a plain intimation that that firm is not prepared to give the consumer the standard service rendered by the retailer and which the public demand and is entitled to receive.

The wholesale company does not sell less than the minimum quantities of the various lines as shown on the price list, nor will it sell a bill of goods amounting to less than $10; and further all orders are sent out C.O.D. Service is sadly lacking here.

Signs of Improvement

THAT business conditions in so far as the country as a whole is concerned are gradually improving is the contention of The Financial Post. Dealing with trade figures of Canada it states in its last issue that the country is paying its debts. The exports in January, it points out, were approximately equal to the imports.

This is exceptional for January. In the case of manufactures, the situation was assisted materially by war orders. The same is true of animal products. It is likely that the effects of these special orders will be more apparent during the next month—that is February—the returns for which are not yet available. We cannot take the filling of these special orders as an indication of improvement in the normal trade. There are, however, other signs. The bare lumber yards, bare shelves, and, we might add, bare backs, will very soon create a demand. We have some evidence of this in a statement by a responsible official of a large mail order house to the effect that their business had shown very decided advances in February. Orders were coming from the rural districts in larger volume, especially in the West.

It will be noted also that railway earnings are not now showing declines as heavy as during January last and the later months of 1914. At the moment of writing reports are to the effect that traffic offerings are improving. However, there cannot be any marked improvement until trans-ocean traffic on both the Atlantic and Pacific Coasts assumes a more normal state. Undoubtedly the lumber business at the coast is severely hampered by lack of tonnage. That will be available after the war, and so will the lumber. The railways have carried last year's crop, and there is little doubt but that their harvest will come when that of this year is ready to move.

Bank clearings are still contracting, which indicates quiet business. At Winnipeg, Ottawa and London there were increases in February. In the case of Winnipeg the unusual increase was no doubt due to wheat speculation. Not wholly so, inasmuch as business at that point continues to improve. Taking the clearings all round, they indicate a 20 per cent. contraction in business.

What Service Means.

SERVICE, like charity, is a word that is glibly used to cover a multitude of sins. It is the most abused and the most elastic word in the vocabulary of commerce. The short-sighted merchant who slashes prices right and left with paranoic persistence in an effort to outstrip his competitor, does it in the name of service. Tax a retailer with spending money on unproductive premium schemes and he will invoke the talismanic word of service in justification.

Here is a definition of Service which comes perhaps as close to the mark as it is possible to get: To provide the public with what it wants at the most reasonable price and with the minimum of bother to the public. The term "reasonable price" implies a figure assuring the retailer of a sufficient margin to enable him to supply his customers with a minimum of bother to them and still leave a fair profit for himself. A retailer who cuts prices consistently must either take it out in exorbitant profits on other lines or in inferior service. There is no other solution—short of bankruptcy.

Editorial Notes

THE TOP OF the mornin' to ye—on the 17th.

* * *

SILVER AND gold don't rhyme, but they make a pleasant jingle.

* * *

MANY A MAN wastes his time telling other people not to waste theirs.

* * *

LOTS OF PEOPLE expect something for nothing. Many a fellow who travels on his uppers wants a lower berth.

* * *

EVERY CUSTOMER should know that one female fly destroyed early in the year means a million or two less in the middle of summer.

* * *

BEFORE ANOTHER issue goes to press, we shall have celebrated St. Patrick's Day. Novelties for the occasion should now be on display.

* * *

ENORMOUS quantities of foodstuffs are pilfered every year from freight cars, sheds and retailers' warehouses. Methods should be devised to put an end to this great annual waste.

* * *

SEVERAL AGITATIONS are going on in Western Ontario among vegetable growers not to accept anything less than 30 cents a bushel for tomatoes. At some meetings the growers are being urged to plant more beans and grains this year. If this campaign has the desired effect, we may see higher canned tomatoes next autumn and winter.

How Other Grocers Do Things

A Good Sausage Ad.

The introduction to the newspaper advertisement is one of the most important parts of it. It is also one which sometimes is given little attention. For a sausage advertisement the following is a good catch heading—used recently by J. A. McCrea & Son of Guelph, Ont.:

FOR BREAKFAST
LUNCHEON OR SUPPER

Nothing tastier, more appetizing, or more wholesome could be recommended than a dish of our "HOMEMADE SAUSAGES." These sausages are made of choice portions of farm-fed Pork and spices of the highest quality obtainable. Made on the premises under the most cleanly conditions, we offer our customers a product that can be eaten with confidence. Two sizes:

Country Style (large casings), per lb. ..... .18
Cambridge Style (small casings), per lb. 18

PURE BEEF DRIPPING.

500 Moulds Pure Beef Dripping; regular 12 cents; Sale Price per mould, **10c.**

* * *

A Convincing Advertisement

Taylor Bros. of Medicine Hat, Alta., are just now out after fruit business and recently used an exceedingly well-written and neat advertisement in the local paper advertising grapefruit, oranges and lemons. The writer of the ad appeals to the reader from the standpoint that fruits for breakfast are tasty and healthful. Fruits and vegetables are lines that appeal to the eye of a great many people and interest and attention can usually be secured by a good window or a well-written ad. The advertisement of Taylor Bros. is reproduced on this page for the benefit of our readers.

* * *

Eliminating the Ice Bill

Commercial travelers who have ever wandered to the rear of A. Dewitt's store at 89 St. Viateur St., W., Montreal, have noticed a line of stove pipe leading from the fan light to the refrigerator. It is one of the greatest curiosity arousers known. Technically it is called a war-time economizer.

One cold day the iceman called at the Dewitt establishment. With his tongs he hauled several big lumps of ice through the store, put them into the box, and went. The cold draught set Mr. Dewitt thinking. Why could he not use the wintry blast instead of paying the ice company eight dollars for the season.

Being a man of action, he promptly took the glass from the fanlight, and substituted a board. From this he ran a stove pipe line to his refrigerator, and removed the drip from the bottom to allow circulation. It became so cold inside the refrigerator he was compelled to insert a damper.

Two years ago he bought a new refrigerator, and this time he used a smaller pipe, and inserted several elbows. In this way a damper was made unnecessary, and an even temperature maintained. By this simple contrivance, Mr. Dewitt saves $8 per winter, and is not troubled with icemen.

Fruits for Breakfast

See our Fresh Shipment of Grape Fruit and Oranges—they will make tasty and healthful breakfasts for you. This is the season of the year when you should eat less meat, and what is more delicious than sliced oranges or grape fruit for breakfast.

Our Grape Fruit is priced reasonably at each..... **10c**
Or 6 for 50c.

Sunkist Oranges, the famous brand you so often read about, extra good, priced according to size at 25c, 30c, 35c, 40c and 50c doz.

Also fine Sunkist Lemons at, per doz..... **40c**

Radishes, Cucumbers, Onions and Lettuce, fresh from the Greenhouse every morning.

All kinds of root vegetables always on hand.

Taylor Bros.

"FINE GROCERIES"

Second Street. Two Phones—2131 and 2151

A well-written fruit advertisement recently used by a Medicine Hat, Alta., firm.

OF INESTIMABLE VALUE.

MacLean Publishing Co.,

Gentlemen: Enclosed please find order for $4.00 to pay for our subscription to *Canadian Grocer* and *Hardware and Metal* for one year from Jan., 1915 to Jan. 1916.

We may say that we find these two papers to be of inestimable value to us in our business and rely on the quotations as they appear in them weekly to help us in our buying.

Yours truly,
POOLE & THOMPSON, LTD.,
Montague, P.E.I.,
February 16th, 1915.

Manufacturers Will Exhibit

Grocers' Convention at London Will be Broadened Out This Year—Portion of Hyman Hall Set Apart for Exhibits—Plan of the Hall—Reasons Why as Many Grocers as Possible Should be in Attendance—Warm Welcome on the Doormat.

PREPARATIONS are going merrily on for the annual convention of the Ontario Grocers' Section of the Retail Merchants' Association, to be held in London on May 4 and 5. As already announced, this will be held in Hyman Hall, centrally located at the corner of Park and Queen Ave. The plan of Hyman Hall is reproduced herewith and shows where the sessions will be held. The auditorium is sufficiently large to accommodate 400 people and it is hoped that it will be pretty well filled on Tuesday and Wednesday, the fourth and fifth of May.

The London members of the executive together with General Secretary W. C. Miller, have made arrangements for the holding in conjunction with the convention, of several exhibits of manufacturers. The basement will be devoted to these exhibits, as shown by the plan. There will also probably be exhibits in the hallway leading to the auditorium, as well as in the corners of the auditorium. This will be a feature of the convention which will be of direct advantage to the retailer in attendance, as it will give him an opportunity to personally inspect goods and equipment in which he is interested.

May Be Joint Sessions

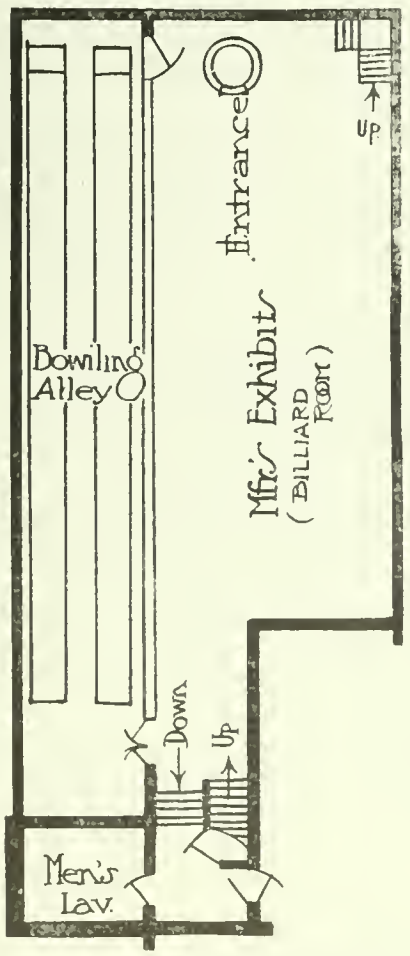
The executive is also endeavoring to arrange a meeting in London, during the duration of the convention, with the Ontario Wholesale Grocers' Guild and with the Foodstuff Branch of the Canadian Manufacturers' Association. The secretary has taken the matter up with these two associations and is now awaiting replies. If this can be arranged the importance of the sessions will be such that every member of the grocery trade should attend, who can possibly do so. With a number of big problems up for discussion this year a large attendance is assured in any event. The grocers appear to be having a great deal more competition this year than ever before, due, no doubt, to the fact that this competition finds it easy to catch the popular ear with the high-cost-of-living talk when there is a big war on. Grocers owe it to themselves to lend a helping hand in lessening these competitons and in making them less effective. Much good work has already been done in this regard by the association including the forcing of the Householders' Co-operative Stores, Limited, to discontinue doing business on the membership plan. This was a scheme begun on high-sounding phrases in Toronto, and had just begun to spread its wings throughout Ontario when its demise occurred. It is now dead and buried, thanks chiefly to the work of the Retail Merchants' Association. As this concern was in direct competition with the grocers, it is up to them to help support the association workers who spent their time and energy in eliminating what was an unfair competition. There are a number of other concerns which have recently sprung up that must receive the attention of the retail trade. All such questions are annually taken up and acted upon at the annual convention of the grocers—this is one of the strongest reasons why everyone should attend. Arrangements are being made with the railways for reduced fares and these will soon be announced. Invitations are extended to every grocer, and not merely those who at the present time are members of the association.

A Good Time in Store.

Another word about London. As our readers know, London is called the Forest City—and a bird's-eye view certainly does not belie the name. It is a pretty city on the banks of the Thames and during the first week of May when spring is merging into summer; when the grass is green again and the flowers are breaking their winter's sleep, it will be at its prettiest. Then again, London has one of the best local associations in the country, and the visitors will be sure of a warm, hearty welcome.

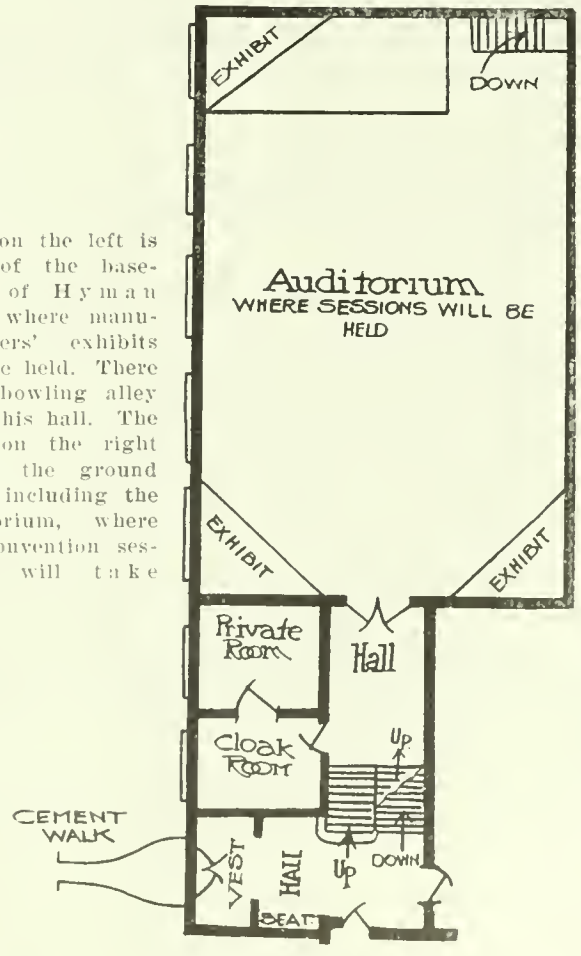
Now is the time to make plans to go to London for the convention. There is really no one who cannot spare the time if he has a mind to, and the value that will be gotten out of the trip both from a practical and pleasure standpoint will be worth a great deal more than any small expenditure involved.

Set aside the dates at once—May 4 and 5—London is the place.



Basement Plan

Plan on the left is that of the basement of Hyman Hall, where manufacturers' exhibits will be held. There is a bowling alley next this hall. The plan on the right is of the ground floor, including the auditorium, where the convention sessions will take place.



Ground Floor Plan

All men may be born equal, but they get over it before they die.

Actual Articles in Preparation

A Few Hints as to What Readers May Expect in the Annual Spring Sales Number—Methods of City and Country Town Dealers For Increasing Turnovers and Profits—Where Salesmanship is Making Money.

READERS have already been advised in these summaries of the articles in our Annual Spring Sales Number, that the big issue would be of a most practical and useful character. We shall here present a synopsis of a few articles to demonstrate more forcibly this point. Editorial men who have recently been out through the country gathering the actual methods and experiences of grocers, are sending in their reports and in them all are to be found the basis of good practical articles of actual money value to Canadian Grocer readers.

SELLING POWER OF THE WINDOW.

What would you say of a window display, which sold fifty cases of oranges in four days, and at good profits too? One article in the Spring Number gives the experience in this respect of a certain dealer in a Canadian city of medium size. The actual window this retailer used to dispose of the fifty cases of oranges will be shown. An orange window is one which the retailer can use any month of the year, so that the suggestion tendered by the display in question will be timely, when the Spring Number reaches its readers.

Every retailer realizes that the more time one spends in serving customers in front of the counter, the greater the quantity of goods that can be sold. A certain Canadian store will be illustrated, showing a piece of equipment which obviates the necessity of the sales staff going into the warehouse for 25 or more articles that customers may ask for. Time saved is money earned. In addition to saving this great amount of time every day, week and year, this same piece of equipment offers suggestions to every customer who enters the store. Salesmanship is practised to the fullest extent here. Every time an opportunity occurs the customer is urged, judiciously of course, to add something to her order which she originally had not intended to purchase. Actual instances will be given to show the methods by which this is done.

How to get the farmers to the town, as frequently as possible is a question which every retailer is anxious to solve as successfully as possible. The farmer is one man at least, who has not been adversely affected by the temporary depression. He has in the majority of cases more money than usual, and at least he is making as much as he ever did. It is therefore, highly desirable that as many farmers as possible be brought to the towns and cities and as often as possible. Canadian Grocer will show in an article in the Spring Number just how the merchants of a certain Western Ontario town endeavor to get the farmer and his wife into the buying centres more frequently than once a week.

The methods and ideas of a retailer will be presented, showing how he goes after the trade of the farmers when they do come into town. In fact he gets their interest by using substantial space in the local paper, before they start out on their buying expedition.

When a woman brings in a basket of produce to market, it is the desire of every retailer to sell her sufficient groceries to cover the value of the produce. There is a certain grocer who buys produce on the market from the farmers and their wives, who has a special method of getting them all into the store, and who has therefore, a splendid opportunity to sell them their groceries. This man makes a big feature of buying butter, eggs, etc., and reselling to large markets.

Several fine window displays have already come in for the Spring Number. One of these has already been mentioned above. From Eastern Canada is a particularly attractive trim, used by a new firm starting up in the grocery business. It was their debut, so to speak, into the grocery business, and as members of the firm are particularly well versed in the art of window display, a splendid piece of work was the result. There is another from the far West equally as attractive. The window display department will be one of the features of the Spring Sales Number, as it always is.

FARMERS ARE BUYING MORE FREELY.

The retailer in the small Canadian town tells of the change in the methods of the farmer and his wife from the days of old. Formerly it used to be that when a farmer came to town, he purchased from a list which had been made out prior to leaving home. It was indeed very seldom anything was added to that list while on his travels about the store. Times have changed, this retailer points out. He tells how he and his sales staff endeavor to sell the farmer more goods, and why it is that the old-time "list" is no longer made out on the farm: or if so, why it is no longer strictly adhered to.

From the general merchant's standpoint there will be a particularly strong article showing how one of them goes after the trade of the young men, particularly in so far as wearing apparel is concerned. The general merchant who tells the story is a young man himself. His associates are of somewhat similar age, and he has made it a scientific study to get the attention and interest of these associates when ever he has anything special to offer them. Included in this article will be a story of how he sold in one day eighteen suits of made-to-order clothing.

Keep an eye out for the Spring Sales Number of April 16. It will be crammed full of live, practical articles that mean money to you.

THE EDITOR,
Canadian Grocer.

March 11, 1915.

Getting the Value Out of Advertisements

PROGRESSIVE retailers and ambitious clerks keep abreast of the trade and learn to buy right and sell more effectively by careful perusal of both advertising and editorial pages of Canadian Grocer.

Consider the thought expended by manufacturers in reducing to tabloid form the sales arguments of their several brands. Every advt. in Canadian Grocer will offer you a suggestion you can use on the next customer you try to sell to. Remember, *sell to*, not merely *receive an order from*.

Salesmanship means increasing, extending, getting the most out of your possibilities. The dead ones say *it's no use*, and it isn't to them because they *are* dead ones. The live ones use every piece of available information and find Canadian Grocer full of useful suggestions; and new business always to be had.

Our Spring Sales Number, April 16th, will be a brilliant issue, both on the point of editorial and advertising sales suggestions.

Be on the lookout for it. Prepare to hold a conference of your sales staff over it. You will find such a conference will put more ideas and ginger in your staff than can be used up in three months.

April 16th. Don't forget the date.

Advertising Manager
CANADIAN GROCER

Big Tea Demand

Fact That Russia is Strong in the Market is Helping to Put Prices Up—Prohibition of Vodka Also Having Effect.

CANADIAN GROCER'S reports on the tea situation are backed up by the New York Journal of Commerce, which stated in a recent issue that heavy buying by Russia of India and Ceylon teas has caused abnormal prices for these teas, the quotations being from 8 to 10 cents per lb. higher than a year ago. From reports in the trade the Russians are buying all the India-Ceylons available, and there is a likelihood of prices going still higher. Considerable speculation is indulged in with regard to the probable increase in the consumption of tea by Russia, owing to the recent prohibition of the sale of liquor and the elimination of vodka as a national beverage. In some quarters the opinion is expressed that Russia's consumption of tea this year will be about double the usual amount, this increase being due to both the prohibition and to the large quantities used by the soldiers in the trenches. Russians are not coffee drinkers and their two favorite beverages are spirits and tea. It is said that hot tea served to the soldiers in the trenches helps to keep them warm and comfortable.

Russia is an important factor in the world's tea trade. Russian buyers are known to purchase the very choicest teas produced, but their business is practically limited to Congo and India-Ceylon teas, both of the fermented variety. Practically no Japan and Formosa teas are sold to Russia. The heavy buying on the part of Russian merchants has only influenced the black tea market as far as the United States is concerned. The Chinese market is now closed and that compels the buyers to avail themselves of the Colombo and Calcutta markets, where tea is picked all the year around.

It is stated that the quality of the tea used in the United States at the present time is far superior to that of former years. The fad for afternoon tea dances is in a measure responsible for the increased consumption here and to the cultivation of a more discriminating taste for the beverage. The big hotels and restaurants where these dances are held have made it a point to build up a reputation not only for the excellence of their dances and the tone of their patrons, but also for the high grade of the tea served to their guests.

Despite the big demand, New York merchants have not sought to export any tea to Russia. Difficulties of transportation and its high cost are the reasons given. It is quite likely, however, that some San Francisco houses may find it profitable to make shipments to the Russian Empire via the port of Vladivostock, especially if there is a further advance in prices.

While no attempts have been made thus far to send teas to Russia, it is reported that large quantities were shipped a few months ago to Germany by way of Copenhagen. In fact, it is reported that the transaction was consummated by a well-known coffee concern, the head of which firm is a German-American. Prior to the war Germany got most of its tea from England. Germany is not a tea-drinking nation, but it is said that some years ago the Kaiser announced that in event of war he would have his army use tea to a large extent.

The Facts in the Case

A CERTAIN firm manufacturing food products and advertising its line regularly in Canadian Grocer, increased its sales 15% for the months of January and February, 1915, over the same months in 1914. Nearly every product made by this firm has been seriously affected by the war—supplies have been difficult to obtain and prices have advanced tremendously. In every way they have been hampered and handicapped by the present crisis.

In 1913 and for several years previous, large sums had been spent in advertising their products directly to the consumer—result: their sales were unsatisfactory. The dealer was neglected; all attention and thought was centred on interesting the consumer.

In March, 1914, this firm changed their policy. They had seen the light and began to realize the power of the dealer to control the sales of goods in his store. A campaign to interest the dealers in their lines—to educate them to be better salesmen for their goods—to bring home to them a realization of the merits of their lines and the "bigness" of the house was decided upon. This campaign was launched in Canadian Grocer in full-page space and was later supported by occasional ads. in other trade papers. No "consumer" advertising was done. The entire energies of this firm were centred on interesting the retailer.

Every week, week after week—not once in a while, but *every* week—the dealer was told something interesting about these products; but behind it all there was a definite aim and a definite objective. Every advertisement was written so that it fitted into the *"Big Idea."* Results were intangible at first but gradually, week after week, the volume of sales grew. A better feeling among their customers began to assert itself. The salesmen found it easier to sell big orders and often the firm received requests to call on new dealers. Hardly a week went by without the firm receiving letters from dealers, that could be accounted for only by their advertising. Then the war came, and while some competitors were plunged into serious difficulties with their customers—because of lack of co-operation, this firm found it comparatively easy to make the necessary adjustments in price and deliveries, simply because they were on better terms with their real customers—the retailers. Their ad. in Canadian Grocer and other trade papers gave them a decided advantage.

To-day this advantage appears in the balance sheet—it is the outstanding feature of it. Analysis of the sheets for January and February, 1915, show three things:

1. An increase of 15% over corresponding months in 1914.
2. An increase in net profits.
3. A decrease in operating and overhead expenses.

This is a typical case and is indisputable evidence of the effectiveness of the right kind of trade paper advertising.

The Clerks' Page

TWO WAYS OF FIGURING.

Editor Clerks' Page.—Re your problem on Clerks' Page "What has become of the 5 cents." To be short, I might say that the 5 cents was lost in the selling of the last 10 oranges, but we might go into details, thus:

The first day after 10 sales of 5c each have been made by both boys, each have received in cash 50c, but while one has been sold out, the other has still 10 left to sell. This is where the 5 cents has disappeared. To sell them at 2 for 5c brings 25c, but to sell them at 5 for 10c only brings 20c. On the second day one boy goes out with 60 oranges and after he has made 10 sales of 5 oranges each sale, he has made exactly the same amount of cash sales as the two boys together on the first day, but he has still 10 oranges to sell, which, of course, only brings him 20 cents.

Here is a quicker way by the use of fractions: One orange, at 3 for 5c, is 1 2-3c each. One orange at 2 for 5c is 2½c each. 1 2-3 + 2½ = 4 1-6. 4 1-6 ÷ 2 = 2 1-12. Both together they are retailing the oranges at 2 1-12 cents a piece, which brings in $1.25, whereas selling them at 5 for 10c is 2 cents a piece, bringing in only $1.20.

D. B. REID.

Edmonton, Alta.

* * *

MORE THAN HALF SOLD 3 FOR 5.

Editor Clerks' Page.—What becomes of the 5 cents? Answer:

1st, 3 oranges sell for 5 cents; 1 orange sells for 1 2-3 cents.

2nd, 2 oranges sell for 5 cents, 1 orange sells for 2½ cents.

2 oranges (1 from each group) sell for 1 2-3 + 2½ = 4 1-6c.

1 orange sells for 2 1-12c; 5 oranges sell for 10 5-12c; 5 (at 5 for 10c) sell for 10c. Loss on 5 oranges = 5-12c, loss on 60 oranges = 12 × 5-12c = 5c.

N.B.—When selling at 5 for 10c, more than half are sold at 3 for 5c.

RETAIL CLERK.

Thomasburg, Ont.

* * *

A B.C. CLERK'S REPLY.

Editor Clerk's Page.—In reference to your arithmetical problem in the clerks' page:

30 oranges, 3 for 5c = 1 2-3c per orange.

30 oranges, 2 for 5c = 2½c per orange.

The average is 2 1-12c each.

60 oranges, 5 for 10c = 2c per orange.

60 oranges, 2 1-12c each = $1.25.

60 oranges, 2c each = $1.20.

Therefore for every orange that the two lads sold they averaged 1-12 of a cent more than the lad that sold the sixty oranges. This shows what became of the 5 cents.

Pentieton, B.C. CLERK.

ARE YOU A SALESMAN?

The response from clerks in all parts of Canada to our two mathematical problems which appeared recently has been splendid. It demonstrates the wide interest retail salesmen are taking in the CLERKS' PAGE as well as in Canadian Grocer generally.

The editor of this page has something new to submit, not altogether in the form of a problem but of equal or greater importance.

Every clerk at some time or other by judicious salesmanship has been able to raise the standard of goods purchased by certain customers. In other words the salesman has often sold a customer a better quality line than the one he or she has previously been in the habit of buying.

We want for this page as many evidences as possible of this power of the salesman behind the counter. Write at your earliest convenience every instance you can recollect and continue to make YOUR page as bright and helpful as possible. We want your co-operation in the future as we have had it in the past. Please let us hear from you at once.

A SIMPLE SOLUTION.

Editor Clerks' Page.—The following is my answer to your orange problem:

1st boy—30 oranges, sells at 2 for 5c, receives 75c for same.

2nd boy—30 oranges, sells at 3 for 5c, receives 50c for same.

Or, the two boys together receive $1.25 for 60 oranges, or $1.25 ÷ 60 = 2 1-12c per orange.

If one boy sells 60 oranges at 5 for 10c and receives $1.20 or $1.20 ÷ 60 = 2c per orange, the difference between 2 1-12c and 2c per orange, on 60 oranges would be 5c.

Sydney, N.S. G. McCANTY.

* * *

MORE THAN CLERKS STUDIED IT.

Editor Clerks' Page.—In clerks' salary question, the whole difference is based on whether A's raise of $50 makes his salary $550 per year or $600 per year for the second half year.

Note the question carefully: A is hired by the year. He gets $500 a year and a raise of $50, every six months. Many a clerk starting to learn a business hired by the week gets say $6 a week, and a raise of $1 every six months. The question is does a half-yearly raise mean per week to the clerk hired by the week and per year to the clerk hired by the year, or does it mean per half-year to each of them. The raise in each case must be added to the given salary for the stated term the salary covers, or else added for the only other term mentioned, which is six months.

If we accept the latter, A with a supposed raise of $50 adding it to the six months' service, gives him an actual raise of $100 per year for it makes his salary $600 per year for the second six months. And the six dollars a week clerk getting his raise of $1, added to his six months' service will only receive $6.04 per week.

A hired for $500 a year, adding his raise to the term of time mentioned gives him $550 per year for the second six months.

And the $6 per week clerk adding his raise to the term of time mentioned receives $7 per week for the second six months; which I consider right, as the

question is worded. Evidently the object of the question was to show that if a person hired to receive $250 the first six months and extra $50 each six months, it would mean an increase of $200 per year, but there is a distinct difference between a person hiring for a year as your question is worded and hiring by half-year or less. This question has been studied by many outside of clerks and should not be answered lightly. F. N.

Picton, Ont.

* * *

NEWFOUNDLAND REPLIES.

Editor Clerks' Page.—I have seen some of your problems in Canadian Grocer and as they have interested me I am sending you some answers, which are as follows: What becomes of the 5 cents? In making up the 12 fives, on the second day the boy gave two of the two-for-five for nothing, or three of the three-for-five.

Re salary question: A and B start work with the same salary, $500 per year; I am sending still another answer, which is as follows:

A gets $500 per year at start.

1st six months he gets $50 over 1st 6 months.

2nd six months he gets $100 over 1st 6 months.

3rd six months he gets $150 over 1st 6 months.

4th six months he gets $200 over 1st 6 months.

5th six months he gets $250 over 1st 6 months.

Total, $1,250.

B gets $500 per year.

2nd year he gets $200 over first year.

3rd year he gets $400 over first year.

Total $1,100.

A is better off by $150.

St. Johns, Nfld. INTERESTED.

* * *

READER SENDS IN PROBLEM.

A reader of this page in New Westminster, B.C., has submitted the following arithmetical problem to which we would like some solutions from retail clerks and others. The question intended is, no doubt, "What was the net amount A received?" as it would be impossible to say how much he gained without knowing what he paid for the horse. Here is the problem:

Editor Clerks' Page.—A sold a delivery horse to B for $45. The horse did not suit B and A bought him back for $40. A subsequently sold him to C for $50. How much did A gain as a result of the three transactions?

SUBSCRIBER.

New Westminster, B.C.

Fifty Thousand Cases Lobster

Estimate of the Quantity on Hand in Maritime Provinces and In London—Price Declined About $5 a Case—New Lobsters Cheaper.

HALIFAX, March 11.—The lobster packers and shippers of the Maritime Provinces are now far enough advanced to be able pretty well to figure up how the war has affected them in this branch of industry. There are still about 50,000 cases of lobsters on hand here and in London from last year's pack and the decline in price on this and nearly 50,000 more unsold when war broke out, is at least $5.00 per case. This shows an aggregate fall in price of about half a million dollars on the whole, with 50,000 cases at least still unsold. The other factor to be remembered is that the new pack, very small though it be, which is now coming on the market, is costing the packers only half for new lobsters that the pack of 1914 cost. The lobster pack at its maximum has been 250,000 cases, last year's being 200,000 cases, of 48 pounds. The average price in London, before war broke out, was 95 shillings or $21.80 per case. This would make the total pack worth $4,360,000 in London, or about $4,000,000 on this side of the ocean. As high a price has been known for cases of pound cans as $24, but sales are very limited at that figure. In fact the high range even below this extreme, makes the lobster an article simply one of luxury.

The lobsters are sold on commission in London, the charge being 2½ per cent., so that the London agents receive an annual fee of about $60,000 for selling the delicious crustacean put into cans in our waters.

At this time of year ordinarily, the old pack is practically all cleaned up, but, as already stated, there are at least 50,000 cases still on hand, worth at the ante-war price, over $1,000,000 and at the nominal figure now quoted at about $750,000.

The season for packing varies on different parts of our coast. On the western shore it runs from December 15th to May 1st, on the eastern from April 1st to July 1st, in Cape Breton from April 15th to July 15th; the Magdalen Islands have a different season, doing some packing in September, and Newfoundland has still a different law. From the eastern shore the pack, which usually amounts to 8,000, will not likely yield this winter more than 1,000 cases, and the fishermen received for the lobsters they brought to the factories only two to three cents a pound instead of four to six, which was paid to them in 1914. What a tremendous difference in price for the fashionable man paid who, in a Paris boulevard cafe eats our lobsters, compared with that given to the fisher who brought the lobster in from the sea to the factory. The Parisian was charged quite 50 cents a pound for his lobster from the can and the Nova Scotia fishermen obtained 6 cents as a maximum and now gets three.

The effort failed to induce the Government to prohibit packing this year, but there is no likelihood that the pack of 1915 will be more than half that of the year before, and instead of 95 shillings per case the price will probably range about 60 shillings, a drop of about $9. A noteworthy fact about the lobster pack of 1914, was that those shippers who were willing to take a lower price for immediate cash got clear of their goods before the war broke out and avoided the heavy depreciation and considerable loss that came afterwards. Those who thought they could afford to wait for returns, and thus ordinarily would have had a bigger price, as events turned out are the people who were the losers when caught by the war.

The situation thus is that there are at least 50,000 cases on hand from last year which, with those sold since the war at a decline, represent a loss altogether of $500,000, and that a new pack is coming in costing only half as much for the raw material as did the pack of the year before. The price this year may, therefore, go lower than that now nominally prevailing. There is no probability that the 1915 pack will exceed 100,000 cases, in which event there would be about the same quantity available at the end of the year as was sold last, which will likely be too much if the war continues. One thing to help consumption of this smaller pack will be its lower cost.

CASHED A BAD CHEQUE.

A well dressed stranger walked into a Chatham, Ont. grocery store recently and ordered $7 worth of sugar to be delivered at a certain number on West street. In payment he tendered a Dominion Bank cheque for $20. The grocer spotting a new customer, readily cashed the cheque and returned $13 to the sugar purchaser, who declared that there was no immediate need for the sugar. The grocer was prompt, however, but his delivery boy discovered that there was no number on West street as had been furnished by the customer. Further enquiries led to the disclosure that the cheque was worthless. The police are investigating.

Current News

Quebec and Maritime Provinces.

Joseph Deneau will open a store on Van Horne avenue, Montreal, early in May.

Adams Bros., Halifax, N.S., had a fire on Sunday morning last. The damage was not heavy.

Arthur Hellyer, of Hellyer & Co., Chicago, Japanese tea importers, was in Montreal last week.

S. Smith & Son, grocers, Coaticook, Que., have dissolved. Bryant J. Smith and Stewart C. Smith registered.

N. Lalande, 364 Charlevoix street, Montreal, will move into a larger store opposite his present place in April.

J. B. Fregeau, Lachine, Que., is moving into larger premises next door, and is spending considerable money on new equipment.

Ocean Mills, Montreal, manufacturers of Chinese Starch, are bringing out a new line of cleanser, under the same brand name.

J. S. Benoit, for several years past in business at corner of Durocher and Milton streets, Montreal, has opened a new store at 1379 Greene avenue, Westmount.

The store of Arthur Talbot, Quebec, was destroyed by fire March 3. Mr. Talbot escaped with his three-year-old girl by jumping from the second storey window. His wife and several children were burned to death.

The United Fruit Co., representing over 2,000 farmers in the Annapolis valley, will open a salesroom in Halifax, N. S., where fruit and dairy products will be handled. Geo. C. Peters, formerly of Oxley & Co., has been engaged as manager.

A Made-in-Canada exhibition will be held at the Arena, Montreal, from Saturday, April 10 to April 17, inclusive. The organizers have invited Canadian manufacturers to exhibit their products and none but Canadian goods will be admitted. Sixty firms are being represented.

G. T. Armstrong, one of Sherbrooke, Que., merchants, passed away suddenly at the Sherbrooke Hospital on Sunday, March 7. He was 52 years of age and had been engaged in the wholesale grocery business for the last fifteen years, previous to which he was proprietor of a boot and shoe business. He formerly owned the Sherbrooke Ice Co. He was a member of the Sherbrooke Board of Trade.

It is amazing the indifference shown by the public when offered knowledge free on almost any subject. Last week, at the Y. M. C. A., Montreal, Professor Stafford, of McGill University, gave a lecture on Canadian oysters. It was a remarkable address in the opinion of Montreal fish men, and many of them who consider themselves authorities on this subject, found that they had much to learn. Only forty people were present.

Ontario.

Robt. Henning, who conducted a grocery store for a number of years at Preston, Ont., died last week.

John Cutt has opened a grocery business at the corner of Victoria and Bruce streets, Goderich, Ont., in the stand formerly occupied by the late William Holland.

D. W. Clark, Avenue Road, Toronto, is in Winnipeg, having been called there on account of sickness. Mr. Clark was absent from the meeting of the Grocers' Association on Monday evening for the first time in many years.

The Ingersoll Packing Company, Limited, Ingersoll, Ontario, has been Federally incorporated, with a capital stock of $1,000,000. The incorporators include C. C. L. Wilson of St. Thomas, C. H. Sumner and H. C. Wilson of Ingersoll, and Thomas K. Boyd of Chicago.

The annual meeting of the Dominion Canners, Hamilton, Ont., was held last week. The following directors were elected: President, F. R. Lalor; vice-presidents, James Richardson, Kingston, and J. J. Nairn. D. Marshall, Samuel Nesbitt, A. H. B. Mackenzie, W. P. and R. L. Innis, T. N. Dunn.

At a Board of Trade banquet to Sarnia, Ont., busines men last week, Ernest E. Henderson, president of the Canada Salt Company, of Windsor, delivered an address on "Made in Canada Goods." Members of the board also gave brief speeches relative to the local industrial situation, which was considered good.

The death occurred last week of Henry Lindsay, who for forty-five years carried on a grocery business at 60 King street west, Toronto. The late Mr. Lindsay, who had reached the ripe age of eighty-eight, was born in Ireland. Immigrating first to New York, he came later to Toronto, and started in the grocery business. He retired in 1906.

Western Canada.

Fire damaged the plant of the National Biscuit Co., Vancouver, B.C., to the extent of some $30,000, covered by insurance.

Haddad Brothers have bought the Union Supply Store at Maple Leaf, Alta., near Blairmore, where they will engage in a general merchandise business.

The Canadian Broom Manufacturing Company has been organized in Winnipeg to manufacture brooms, brushes, mops, etc. The capital is placed at $20,000.

The Canadian Credit Men's Trust Association, Winnipeg, Man., are now in communication with the Provincial Governments with reference to a suggestion advanced to the effect that each Province should donate $2,000 toward the legal expenses necessary to secure the first drafts of business measures where textual identity is most desired. If the Provinces will contribute towards this initial step it is proposed to secure counsel for the purpose of drawing up the bills which, it is hoped, will eventually be approved by the various bodies concerned and in due time be submitted and passed by the different Legislatures.

On the ground that under present arrangements little benefit accrues to Regina from the billeting of the soldiers at the Winter Fair building, while previously, through a system of billets in private homes and boarding houses of the city the money was set in circulation among the merchants, the Regina Retail Merchants' Association are making a strong protest to the city council. The Association takes strong exception to the methods as adopted by the Department of Militia and Defence in the billeting of troops, locally, claiming that the civic authorities were given to understand that business houses of Regina generally would profit by a fair distribution of orders among them for foodstuffs and other supplies required for the maintenance of the contingent.

Tea Advanced One Cent in London

After Several Farthing Advances London Auction Increases the Pace — Some Reasons Therefor—Shelled Walnuts Very Strong—Dried Fruits Dull—Prunes Very Firm—Rice in Good Position.

Office of Publication, Toronto, March 11, 1915.

IT lies between flour and new-laid eggs as to what shall occupy the centre of the stage in the markets this week. The egg situation is interesting. There has been a good deal of talk, time and again, against the way in which United States eggs are getting a good deal of business in Canada. Now is the time for the position to be faced. New-laids are rolling into the market now, and the price at this writing is 29 cents. Authorities agree that there is no reason why the farmer should get more than 20c for his new-laid eggs when they are as cheap as they are at present. If the price does not approximate this, the American will get the business. In a letter from an authority in the United States, it is said that the production of eggs is going to be 8 to 10 per cent. larger than last year. The letter concludes: "We would not be surprised if fresh eggs go as low as 15c during the next two or three weeks, but at any rate we look for 16c to 17c prices at some points before storing begins." So that, even when duty is tacked on, United States eggs will be cents cheaper than the domestic product unless the merchant gets the price down to around 20c.

Winter wheat flour is down thirty cents, which is nothing to be surprised at in view of the way in which wheat has been on the toboggan on both the Chicago and the Winnipeg exchanges. Apparently buyers don't think that the reduction was sufficient, but as we pointed out last week, flour prices have never been figured on the basis of wheat at $1.60, an outside price. They were figured—at most—on $1.50 wheat, and the thirty-cent reduction in flour is, millers claim, adequate enough, particularly when it is remembered that though wheat broke to $1.38, it is already back at $1.47, which is nearly the price on which higher flour quotations were figured. Russian wheat, we suppose, is a week nearer being on the market, and all is going well at the Dardanelles. *At the same time those sixty-five million bushels are not within reach yet,* no matter how near they may be. A miss is as good as a mile. And when they do get through, there are so many buyers that it is unlikely that wheat will be reduced to anything like the extent which is prophesied. Sixty-five million bushels is not a plethora, when Portugal, Italy, Great Britain, as well as countries this side of the Atlantic are eager buyers. We shall be surprised if flour is lower than present levels for some little time.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Wheat market up again.
- Winter flour cheaper.
- Cut in feed prices.
- Cereals mostly quiet.

PRODUCE AND PROVISIONS—
- New laids down to 26c.
- Chinese eggs offered still.
- Butter and cheese unchanged.
- Compound lard quoted 9¾c.
- Poultry prices about the same.

FRUIT AND VEGETABLES—
- Oranges shade easier.
- Apples quiet and scarce.
- Strawberries expected in.
- Tomatoes are much cheaper.
- New beets, carrots, etc., expected.
- Cauliflowers, 2 doz. quoted $7.

FISH AND OYSTERS—
- Haddies prices very low.
- Fresh fish expected soon.
- New canned lobsters down.
- Tomcods finished shorty.
- Green codfish scarce.

GENERAL GROCERIES—
- Rumors of molasses sale.
- Line of package tea to advance.
- Seeds in good demand.
- Shelled walnuts still firm.
- New peel prices 2c higher.
- Turkish figs very firm.
- Bean market has easy tone.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour down 30c.
- Rolled oats easier.
- Barley very firm.
- Some feeds down.

PRODUCE AND PROVISIONS—
- New laids lower.
- America a real competitor.
- Poultry prices easier.
- Butter firm at ruling prices.

FRUIT AND VEGETABLES—
- All celeries firmer.
- Bananas higher.
- Carrots hard to sell.
- Tomatoes scarce.
- Lettuce down 50c.

FISH AND OYSTERS—
- Flounders from New York.
- Salmon sells well.
- Oysters quiet.
- Whitefish a leader.

GENERAL GROCERIES—
- Tea much higher.
- Shelled walnuts very strong.
- All spices firm.
- Dried fruits dull.
- Rice in strong position.

QUEBEC MARKETS.

Montreal, March 11.—Wholesalers report that the big business done with retailers early in February, before the budget came down, is having an effect on business this month, which is not nearly so brisk as it ought to be. Nevertheless, wholesale grocers have very little to complain of.

An important feature is withdrawal from the market of Lipton's cheapest tea. Several representatives of Japanese tea houses have been in the city securing orders for this year's crop, which they state will not be higher in price than last year's.

A movement is on foot among representatives of British jam manufacturers to have the war tax on these jams removed. The claim is made that the budget practically put British manufacturers of jams out of this market. It is not expected to affect anything just now, but these men will get together and make their appeal to the Government.

One of the most startling changes of the week was a drop of 6 cents in the price of new-laid eggs. They were quoted at 32c a week ago. They are now 26c, and by Saturday will be considerably lower, as farmers are selling at 20c. Receipts are exceptionally good for this period of the year.

SUGAR.—Raws were weaker this week, but no change in refined took place here, and a change is not likely unless the market weakens further. Raws, which were selling around 3¾c, dropped to 3½c, after being firm until last Saturday. Under these conditions there is nothing to induce anybody to buy sugar, and business consequently is on a hand-to-mouth basis. This is an off season anyhow, with no special consumption.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—New prices on English peels for 1915 are just arriving, and, as far as can be gathered, are 8 shillings per cwt. higher than last year, and with extra freight and war risk will be much higher. It is estimated that prices here will be about 2c up. Stocks here are pretty well cleaned up, only one or two parcels being available. Currants in the primary market are considerably easier, several houses having evinced anxiety to get rid of stocks at current prices. Valencias are scarce. Inquiries are plentiful, but few are offering. Turkish figs are firm owing to recent war news, but little change has been made in quotations to retailer. Following are being offered:

Table figs, 11c-13c.: figs in matts, $1.60 per matt of 33 lbs.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	....	0 08
Apricots	....	0 15½
Nectarines, choice	....	0 11½
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13¼	0 14
Orange	0 13¼	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08½
Hallowee, 1-lb. pkgs.	0 08	0 09
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14½
40 to 50, in 25-lb. boxes, faced	....	0 13½
50 to 60, in 25-lb. boxes, faced	....	0 12½
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 11
80 to 90, in 25-lb. boxes, faced	....	0 10½
90 to 100, in 25-lb. boxes, faced	....	0 10
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 09	0 09¼
Valencia, selected	....	0 08
Valencia, 4-cr. layer	....	0 09
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09½
Fancy seeded, 16 oz.	....	0 10½
Choice seeded, 16 oz.	....	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Nothing is heard of new prices. Local market is firm, and no changes.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	**Per cwt.**
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06⅛
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet bead Carolina	0 09¾	0 10½
Sago, brown	0 05¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—Rumors were in circulation early this week of a sale of a lot of 400 puncheons of a well-known brand (new crop) at 36c. Agents for this brand deny the report. Agent for another brand was offering at 38½c, but nothing had been heard of any sales. Tendency is still for wholesalers to leave molasses alone. It is argued that if the war ended to-morrow these prices would come down immediately. The great argument in Barbadoes is that they are going to make sugar. But the more sugar they make, the more choice molasses there will be on the market. It would become a drug. Local market continues firm, with prices at 45c for Montreal, and 42c for outside points.

	Prices for Island of Montreal. Fancy.	Choice.
Barbadoes Molasses—		
Puncheons	.45	.43
Barrels	.48	.46
Half barrels	.50	.49

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 46
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Cane Syrups—		
Barrels, lb., 3¾c; ½ bbls.	....	0 04
Cases, 2 lb. tins, 2 doz. per case	....	2 65
Maple Syrups—		
Pure, per 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.		1 25
Maple sugar, pure, per lb.	0 13	0 11

COFFEE.—The budget has not been completed yet, and it is expected that coffee may be discussed this week. The market is the same—quiet. The opinion obtains here that the Government has looked upon coffee as a luxury, and upon tea as a national drink.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 34
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 30	0 33
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—Price of shelled walnuts in primary market continues high—37c—and is higher still for April delivery, 44c being asked. Another factor is the number of poor nuts coming on to the market. The biggest parcel to arrive for a long time reached Montreal this week, consisting of 400 cases, and was rejected on the ground of poor quality. Conditions in France, such as lack of labor and damp weather, are not helping the quality any. Other lines are holding fairly steady. New Brazils are arriving in New York in small quantities, and are not expected here for a week or so.

Almonds, Tara	0 19	0 20
Grenobles, new	0 16	0 16½
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 15	0 16
Pecans, large	....	0 19
Brazils, new	0 14	0 16
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10
Canadian chestnuts	....	0 12

DRIED VEGETABLES.—Market easier again. 3-lb pickers being offered freely to wholesalers at $2.95. This, however, makes little difference to price to retailer, which is still $3.25. There is little demand, most retailers having bought before the market went up. Peas are quiet. Splits are being sold only on hand-to-mouth basis. Wholesalers want $5.50 for them.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 50
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per busbel	2 85	3 00
Peas, split, bag 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

TEA.—Owing to high market which has existed for some time, and which persists, it was expected before long that prices of package teas would likely be advanced. At least one advance has already been announced, and is followed by Lipton's, who have withdrawn their cheapest grade, known as Red Label, from the market. Grey, Orange and Pink Labels in 1-lb. packets will likely advance to 32c, 35c and 37c respectively. Prices of tea in air-tight tins remain about the same. This is the first change in Lipton's prices since war was declared.

There is practically no change in Japans and greens, but the market for Ceylons and Indias is strong, and further advances are anticipated. It is these high prices which are preventing sales being made. Wholesalers are doing practically nothing in teas. Japanese tea men express the opinion that prices for this year's crop should be higher. At any rate, the new crop will come on to a bare market. Several houses placed orders for new crop Japans, subject to cable quotations as soon as it is on the market.

ONTARIO MARKETS

Toronto, March 11.—The general grocery market has little to offer new this week. We hear that one firm has raised its prices on teas, one cent on all lines and two cents on one. This is natural and has been forecast in our reports for some weeks. It looks as if further advances cannot long be withheld. With regard to the exact reason why prices should be so high in London, the "London Grocer" says: "The demand for the lower grades of tea up to 10d. continues exceptionally strong. This is attributed to the very large purchases made from time to time by the Government." That may be a reason.

According to a prominent tea man here the prices might have gone even higher in London if dividing out were not going on all the time. There was some rumor of a corner in tea in England as a reason for such high prices, but this is knocked on the head. The "Grocers' Gazette" of London says: "There is now some very ragged and rough leaf, which, of course, makes the higher prices all the more noticeable. The buying was again very widely distributed, and any idea of such a ridiculous happening as a 'corner' could be at once put aside when it was seen how tea was being 'divided' out in all directions. Blenders, dealers and shippers were all taking a hand, and in very few instances was any one buyer permitted to secure as much as he wished to. Even the smallest share of a par-

cel was not despised and everyone was particularly amiable."

The word "divided" in the above quotation from the "Grocer's Gazette" of February 13th, means that at auction when a tea is knocked down to a certain buyer, another man raises his hand, and if the buyer nods he means he will share the lot with him at the price paid, and sometimes to the signal of another buyer he will nod again, which means he will give one-third to each.

The object of dividing is to limit competition at the sales, and one firm may divide every lot that is knocked down to them, but of course each firm with which he divides must reciprocate. If this were not done the auctions would invariably go very much higher, for it works out practically to limiting the number of competitors.

Dried fruits are, most of them, moving slowly, and in several cases prices have slumped. Prunes still remain in a very strong position, and there is competition for such sizes as remain.

Shelled walnuts are firm, and the market is advancing. We should certainly see higher prices if it were not that stocks on hand are fairly heavy. But on new stuff coming forward prices will be higher.

SUGAR.—The market remains quiet, steady, and more or less featureless. The tonnage of the Cuba crop is 'way behind on shipments on account of bad weather, but the crop is still there, of course. Whether the rest of the time until the crop is harvested is going to be good from the point of view of climatic conditions or not—that is the question upon which depends higher or lower prices. And Canada will doubtless reflect New York. Meanwhile there is nothing new.

Extra Granulated Sugars. Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lumps—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Teas, having had an orgie of farthing advances in London for several weeks, are now talking bigger strides. The London auction, Tuesday, was a full cent higher than a week ago. We saw a cable from the London office of a large house here, which read: "Market very excited—halfpenny rise." The wording of the rest of this cable showed that they paid 1⅛ cents per pound more for their purchases yesterday than a week ago, and they only got half their requirements at that.

One Canadian firm selling packet teas has advanced its price one cent a pound upon all grades and two cents upon one. We have been pointing out for some time that advances were bound to come. It is only a question of when. This makes two firms in Canada who have made advances in recent days. With teas nearer elevenpence than tenpence, and still going up, importers and merchants seem to have no other course open. The peculiar thing about the situation is that no one seems to know why teas are going up in price to anything like this extent.

DRIED FRUITS.—Valencia raisins are scarce, and are practically all cleaned up. Some remain at 9c, but not too many. Dried apricots are in like condition. There are few here. What there are cost, we hear, 12½ cents to wholesalers, so that an outside price of 14c is reasonably cheap. Any prunes on spot are a good buy. The 50s-60s are about all that remain, and there are not many of those. Twelve and a half cents is the average price, though some are going for 12c. No more are coming in. The situation in the primary market is strong, and season is too advanced to make more buying advisable. Evaporated apples are firm, and there has been a better demand this week. Candied peels are slow. Here and there an order is placed, and price only remains where it is because supplies are down. Currants are moving at their ordinarily slow speed. Dates are dull, even package dates, which showed some recent activity, have little demand. All fruits are scarce, but demand, taking it all round, has fallen off some, and that balances things up.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 15½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowces	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	....	0 09
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Shelled walnuts are still high, and are advancing. We quote last week's prices because, to retailers, they still hold. Supplies on hand are sufficient to warrant this. We should not be surprised to hear of higher prices next week, however. About Brazils the less said the better. The slump of several weeks ago was apparently too big a thing to make any rebound, in the present state of the market, possible. We hear that Brazils, which cost 10½ cents, can be laid down at 7¼ cents. Shelled almonds at 40 cents are in good demand again. Grenoble walnuts in shell are moving a trifle better.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, band-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 35
Peauuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—All lines are firm, but prices show no appreciation as yet, inasmuch as dealers are working on old stocks still. Cream of tartar is specially in demand at 45 cents, and this price may be raised again any day. Peppers all round are very strong, and business in these is better. It is going to be difficult to get any more supplies from France, apparently, so that a general advance is looked for on such as do come through.

	Compound, per lb.	Pure per lb.
Spices—		
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

MOLASSES.—Trade here is quiet, and the only talk is of the new crop. There was some activity last week, but it has flickered out. It is said that some molasses from New Brunswick and Nova Scotia is being offered to the trade here at market prices. There is no change in any other syrup.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 040
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51

Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

COFFEES.—No change in prices this week, but market remains firm, and demand is good. Higher prices, on account of new tariff duties, are still delayed, and it would seem that right now is a good time to buy.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocba	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicory	....	0 14

RICE AND TAPIOCA.—Market remains strong, and there is a good deal of buying. Ordinary business is better than for some time, and tapioca in particular is looking up.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

CANNED GOODS.—Already contracts for canned lobster have been signed for 1915 crop, and prices are said to be down from 12½ to 15 per cent., compared with last year's opening prices. Despite this fact, a firmer tendency is noted in the market this week. Prices got low three months ago (i.e., prices from packer to jobber). Prices to-day are $4 higher. Nevertheless, lobsters are offered at prices lower even than those quoted a week ago:—½-lb. flat tins, $2.50; 1-lb. tall, $5; 1-lb. flats, $5.25.

It was noticed this week that a certain packer's agent was creating a demand by providing retailers in various parts of the city with a very attractive window trim, thus taking advantage of the Lenten season.

Sockeye salmon is scarce, and holders of stock are looking for high prices as soon as the spring season is on. There is a large quantity of Pinks and Chums, and prices are low, with little prospect of the market improving for some time to come.

Salmon—	
Sockeyes, talls, 1's, per doz.	2 47½
Sockeyes, talls, ½'s, per doz.	1 55
Sockeyes, flats, 1's, per doz.	2 52½
Pinks, 1's, per doz.	1 20
Pinks, ½s, per doz.	0 85
Cohoes, 1's, per doz.	1 65
Cohoes, ½'s, per doz.	0 95

SEEDS.—Prices on clover are about the same as last year, but Timothy prices are higher. The demand is good, farmers realizing that they have to put lots of seed in this year, and are buying liberally.

MANITOBA MARKETS.

Winnipeg, March 11.—A good steady business has been done during the week. The volume from the country especially is well up to former years. Contracting business, of course, is practically off, and this is making quite a difference to wholesalers. Retailers in the city are doing less than a year ago, but in the smaller places conditions at present are evidently more favorable.

SUGAR.—There has been no further change. The downward tendency in raws has been checked. If this advance continues, Canadian refiners will doubtless respond with some advances. In the meantime the market is steady, with practically no chance of lower prices.

There has been no change in syrup prices, and none is looked for. The consumption is large. Some lines, indeed, are hard to get owing to the exceedingly heavy demand at this season.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 80
Hard lump (100-lb. cases)	8 30
Montreal yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 25
Halves, 50 lbs., per cwt.	6 25
Bales, 20 lbs., per cwt.	6 30
Powdered, barrels	6 55
Powdered, 50s	5 90
Powdered, 25s	7 20
Icing, barrels	7 10
Icing, 50s	7 25
Icing, 25s	7 25
Icing, pails	7 15
Cut loaf, barrels	6 95
Cut loaf, 50s	7 20
Cut loaf, 25s	7 45
Sugar, Britisb Columbia—	
Extra standard granulated	7 35
Bar sugar, bbls.	7 80
Bar sugar, boxes	8 00
Icing sugar, bbls.	8 00
Icing sugar, boxes	8 20
H. P. lumps, 100-lb. cases	8 30
H. P. lumps, 25-lb. boxes	8 55
Yellow, in bags	6 95
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(Tbese prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Letbbridge. For Edmonton and Saskatoon they are 5c case bigber.)

	Per gal.	
Molasses—		
Barbadoes	....	0 53
New Orleans	....	0 34
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz.	....	5 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal. case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—This market has been unusually quiet. All California lines are strong on their primary market. Especially is this so of peaches, which show great activity at their present low prices. Consumers are evidently realizing that peaches are now one of the cheapest available fruit.

Apples, evaporated, new, 50's	....	0 06
Apples, evaporated, new, 25's	....	0 08¼
Apricots, cboice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Wasbed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, bulk (washed)	....	0 10¾
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 15
Peacbes—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Cboice, 10-lb. boxes	....	0 08¾

Raisins, Valencias—		
3 crown, loose, 25's	....	0 08½
3 crown, loose, 50's	....	....
Fine selected	2 35	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		
Cboice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾
70 to 80	....	0 09¾
60 to 70	....	0 10
50 to 60	....	0 10½
40 to 50	....	0 11
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11¼
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb..	....	0 05⅞
Cooking figs, cboice naturals, 28-lb. bags, per lb.	....	0 05⅝

RICE AND TAPIOCA.—While prices as quoted below still hold, tapioca and sago are both strong on their primary market, and as the present stocks here become exhausted, Winnipeg prices will be advanced. Local stocks, moreover, are far from heavy, so that an upward movement should come fairly early.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	0 04½	0 04¾
Siam, per lb.	0 04	0 04⅛
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 04½

NUTS.—Very little demand except for peanuts. Prices remain steady.

Nuts—	Per lb.
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, cboice	0 [illegible]
Pecans	0 12
Marbot walnuts	0 12¼
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

BEANS.—This market is still strong, and it seems sure that there will be no drop before new beans come in. Many, indeed, expect that further advances will be struck before November 1st. The events of the past week would give ground for this belief, for during that time 3-lb. pickers have been raised 10c, being now quoted at $3.65. For beans there continues an exceedingly heavy demand. Split peas are steady, although Eastern prices have advanced, and Winnipeg prices will certainly be affected after the arrival of new stocks.

Barley also seems sure to go higher within the next week or two. While the present prices are $3.05 for pot and $4.30 for pearl, it is expected they will shortly be quoted at $3.45 for pot and $4.50 for pearl.

Beans—		
Canadian, hand-picked	3 85	3 95
3-lb. pickers	....	3 65
California Lima Beans—		
Bag lots	....	0 68
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 05
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	5 75
Sack, 40's	....	2 90
Whole peas, bushel	....	2 75

TEA AND COFFEE.—No further price changes in tea have been struck. The coffee market has eased off somewhat, Rios being down ¼c. Other lines are on the same basis as a week ago.

There is no change in the local situation.

	Per lb.	
Coffee—		
Rio, No. 5, green	....	0 16
Rio, roasted	....	0 19
Santos, green, No. 4	....	0 18¾
Santos, roasted	0 25	0 26¼
Obicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Soucbongs	....	0 30
Pekoe Souchongs	....	0 35
Broken orange and orange	0 40	0 50
Cbina—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

WINNIPEG.

FLOUR AND CEREAL.—Because of the prospect of changes in the supply of wheat, as a result of the destruction of the Dardanelles now being engaged in by the Anglo-French fleet, prices of wheat have dropped locally to a considerable extent. So marked has been the decline that a reduction of 30c per barrel in flour has already been struck. As this is written, the Winnipeg wheat market is still sagging, and if it goes to $1.30 and remains at that figure for any length of time, it seems certain there will be another 30c drop in flour.

Some manufacturers are inclined to be surprised at the turn affairs have taken. The opening of the Dardanelles—if it is effected—will undoubtedly affect the world's supply of wheat, enabling the Russian stock to be brought to Italy, France, Greece, etc., but the Canadian supply is already so reduced that there is little more in the country than will be required by the millers before the next wheat crop comes on. It may be, therefore, that the local market will steady by reason of the demand, and will be stronger than the broader market conditions would give reason to expect.

Oats have declined 20c in sympathy with wheat. It is stated that there is a splendid demand for all that can be secured, and this price reduction was not favored by all manufacturers.

Standard oatmeal remains at its old price. Corn meal also remains steady, but this latter line seems likely to advance. A car load brought in from the States shows clearly that a duty of 7½ per cent. will have to be paid upon this raw material. When, therefore, manufacturers have to import for their new outpnt, an advance of probably 10c to cover the 7½ per cent. duty is almost certain to be struck.

	Per bbl.
Manitoba Wheat Flour—	
Best patents	7 40
Second patents	7 10
Low grades	5 10
Rolled oats, 80's	3 30
Standard oatmeal, 98 lbs.	4 15
Cornmeal, 98's	2 50

SASKATCHEWAN MARKETS.

REGINA, March 11.—With the approach of spring, business in this locality is reported greatly improved, particularly in the country districts. Quite optimistic reports have been received from merchants throughout the district.

Flour is down fifteen cents, the market having declined last week. The quotation for flour is now $3.80. Lard is higher, 3's being quoted at $7.80; 5's at $7.75; 10's at $7.70, and 20's at $2.55. White beans are higher at $3.90. Rice has advanced and is now quoted at $3.90. Shelled walnuts are wholesaling at 44 cents per pound, a considerable advance. Eggs are coming in plentifully and are selling at twenty-five cents wholesale. Butter remains firm. No. 1 dairy is in good demand at 25 cents. Creamery is scarce, and is at present commanding 35 cents.

Apples (fancy) are very much higher, at .60 per box. Oranges are quoted at from $3.25 to $4.00, and lemons at $4.75.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 35
Butter, dairy, No. 1	....	0 25
Cbeese, per lb., large	....	0 20
Eggs, new laids	....	0 25
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 55
General—		
Beans, Ontario, per bushel	....	3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 80
Potatoes, N.B., per bush., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.	....	6 00
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	7 44
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 44c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl. in Ontario	....	4 35
Apples, fancy, box	....	0 60
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 75
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08¾
Prunes, 70-80, 25's, lb.	....	0 10½

ALBERTA MARKETS.

(By Wire.)

Edmonton, March 11.—Trade in the country still continues brisk, while city business is good. Markets generally are steadier all round, and there seem to be an absence of speculation prevalent at the beginning of the war. The only important change in the market is in flour, which is down to $3.85-$4. Evaporated apples are lower at 8¼ to 8½c per lb. Produce and provision, as well as canned goods and fruits remain firm.

Produce and Provisions—		
Cheese, per lb.	0 19	0 20
Butter, creamery, per lb.	....	0 35
Butter, dairy, No. 1, 26-28c; No. 2...	....	0 23
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 58
General—		
Beans, Ontario, per bushel	3 60	3 75
Beans, Japan, per bush.	....	3 90
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 50's	0 08¼	0 08½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 91c; 40's	....	1 78
Rolled oats, bail, $3.90; 80's	....	3 50
Flour, 98's	3 85	4 00
Rice, per cwt.	....	3 90
Sugar, standard gran., per cwt.	7 90	8 00
Sugar, yellow, per cwt.	....	7 25
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 60
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Coboes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

BRITISH COLUMBIA MARKETS.

(By Wire.)

Vancouver, March 11.—Hard wheat flours were reduced 30 cents per bbl. last week. Demand is brisk. Butter advanced fractionally. Fresh supplies arrived on the Makura March 11 from New Zealand. Eggs dropped 4 cents during week. A butter and egg board has been established to go into prices paid to country shippers. Receipts of American apples are heavy. Leaf teas have advanced of late from 8 to 10 cents, due chiefly to strong demand in Russia. Business is fair.

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, March 11.—There is much interest displayed in flour market as result of the Dardanelles bombardment being followed closely. Dealers are looking for an easier tone. There has been a drop of 30 cents all grades. Buying was light under the high prices and is rather scanty now. Cornmeal is lower. Rice is easier at $4.50 to $4.75. There is little activity in sugar. Dried fruits are firm with no change in prices. Stocks are fairly large. Shelled almonds and walnuts are higher. Dairy products are firm. Cheese is now 18½ to 19c, the heavy buying for war contracts being partly the cause. Butter has improved in supply. General business continues good with collections fair.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	27 00	27 50
Beef, corned	2 75	2 80
Pork, American clear, per bbl.	25 25	28 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 29	0 30
Lard, compound, per lb.	0 11¾	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 18½	0 19
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	8 65
Flour, Ontario	....	8 30
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	...	6 95
United Empire	....	6 85
Bright yellow	....	6 75
No. 1 yellow	....	6 45
Paris lumps	....	7 75
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 75	3 80
Beans, yellow eyes, per bush.	3 95	4 00

Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¼	0 08½
Rice, per cwt.	4 50	4 75

R. M. A. WORK IN N. B.

Good Progress Being Made by Provincial Secretary Cameron.

St. John, N.B., March 10.—Since the retail merchants of St. John formed a branch of the Retail Merchants' Association of Canada, here, the work has spread very rapidly. Since that time, branches have been formed in Fredericton, Moncton, Woodstock, St. Andrews, St. Stephen, St. George, Grand Falls, Perth, Andover, St. Leonards, Edmunston and Sussex, and many merchants have joined these branches from smaller places. The work is still progressing and before long there will be branches in every village, town and city throughout the Province of New Brunswick. N. C. Cameron, provincial secretary, at a meeting held in Moncton recently, said: "The business of selling goods at retail can never be dispensed with. It is the most important channel through which all merchandise and all produce must flow to reach the consumer with convenience and with the least expense. The capital employed in the retail trade of Canada outnumbers in amount the value of all the agricultural industries with the authorized capital of the chartered banks combined. We occupy and own more expensive premises, we pay more insurance, more rent, more taxes, more freight, more cartage, engage more help, own more horses, spend more money and give more credit than all the agricultural and other commercial classes combined. We are less understood and more abused than all other classes because we have been "hiding our light under a bushel," and the other classes have demanded justice and equity. We are now beginning to realize our position and our importance in the community. To protect ourselves, our families and our future business conditions, we must all line up under one strong powerful and properly organized association. As units we are helpless, but as an organized body we become a mighty power."

The association now in St. John is over two hundred strong, with enrolment still being made.

CANADA'S PANAMA-PACIFIC EXHIBIT.

A San Francisco dried fruit firm in writing their Canadian agents in Montreal, state that the Canadian exhibit at the Panama-Pacific Exposition is one of the finest there. The letter of this firm reads in part as follows:

"We believe it will be a source of gratification to you to know the great success that your commissioners have made in preparing their exhibit at the Panama-Pacific Exposition.

"There is nothing here to compare with it, and it is the most talked of exhibit on the grounds. Its fame has spread, and the only thing that prevents every visitor from seeing it is the crowds that make admission to the building impossible the greater part of the time.

"Your commissioners have done well, and if there is any merit to advertising of this kind, they will get full returns for the money expended."

Let's Gather Round

By B.W.C.

Have you got a cat in the store? Wait a minute. Have you a mouse? Or is it a mousetrap? For years I wondered why some people, especially women, expressed fear of cats. Beyond a scratch now and again there was never any fault to find with them. One day I took the trouble to ask, and was told that they sometimes suck the breath of babies, and choke them. We might ask the same question about cats in grocery stores. What harm can they do? I know a big fish concern where half a dozen cats are allowed the run of the place. It always is a marvel to me that they do not eat and eat until they die. I suppose, like people employed in chocolate factories, they get sick of the stuff. But one day I was in a grocery store about closing time and tarried for a few minutes of conversation. The store cat had had kittens, which were just old enough to realize they had been born in a veritable Paradise. A little too much ham had been cut by the slicer, and the kittens were busy chewing it up. They were parading all over the provision counter. Now I know why cats are dangerous in grocery stores. A woman would never have bought another single pound of bacon there had she seen those kittens.

BOOST FOR OUR MAPLE SUGAR.

A despatch from Ottawa says that the gift of Her Royal Highness the Duchess of Connaught of a box of maple sugar to every member of the first contingent has resulted in quite an unexpected boom to the industry through the Dominion. This is shown in a cable received from Lord Stamfordham, secretary to His Majesty the King, notifying Her Royal Highness the Canadian product is to be found not only on the royal table, but also in every hotel and large store in London.

A GOOD LINE FOR RETAIL MERCHANTS.

J. H. Grisdale, director of the Ottawa Experimental Farm, in bulletin No. 73 states that great losses are caused by smut, both in lessened yields and lowered grades of grain. The estimate of a fifteen million dollar loss to the Canadian farmer per annum will not probably be exaggerated, or in other words, the loss owing to smut infection averages 84 cents per acre.

Agriculturists know that formaldehyde prevents smut, and herein appears to be some new business for the retailer.

The manufacturers this year are receiving orders for a bigger quantity than ever before, and may be hard pressed to supply the demand in time for the crop.

Farmers are being advised throughout the West to place their orders with the local merchants at once so the merchants will be sure to order sufficient for the requirements of the district in time for seeding, as if they put off ordering till the last minute there may not be time to manufacture and ship out sufficient formaldehyde by seeding time to treat all the crop and insure the country against this fifteen million dollar loss.

TRADE NOTES.

J. T. Horsley, general merchant, Reaboro, Ont., has sold to W. J. Reeds.

The grocery store of M. Joseph, Bridgeburg, Ont., was almost totally destroyed by fire recently.

The Maple Leaf grocery, Goderich, Ont., has changed hands, S. J. Young having disposed of the business to James O'Neill.

D. A. Hyslop, Greenville, County of Wentworth, Ont., manufacturer of jams, canned goods, etc., celebrated recently with his wife his fiftieth wedding anniversary. Mr. Hyslop once conducted a general store, also a large wholesale business in small wares and fancy notions all over Ontario with five two-horse wagons. He also had a fruit farm, and recalls with interest the old days when he sold butter in Hamilton market at 10 cents a pound and eggs at eight cents a dozen. He had a cigar factory, evaporator, and shoe factory in Ancaster village, also a saw-mill and dealt in lumber and cord-wood for years. At the present time, he is head of Hyslop & Sons, Greenville.

ERROR IN ADVERTISEMENT.

Through an unfortunate printer's error last week, the Salada advertisement was spoiled through a line of type being left in, in error. The advertisement has been repeated this week on page 6 as it should originally have appeared.

Fruit and Vegetables

Embargo on Potatoes Again

Tomatoes Are Very Scarce—Celery Higher—Lettuce Lower — Lemon Situation Interesting — Potatoes Not Affected by U. S. Embargo—Carrots Difficult to Sell — Pineapples Very Scarce.

MONTREAL.

FRUIT.—According to the newspapers, there are good chances of Italy going into this war. If she does, prices on lemons will not remain where they are. Many firms, believing that this country would be embroiled before long, hung on to lemons. But the prices dropped about as low as they could go, and have undoubtedly reached the bottom. Oranges are a shade easier. The demand for apples is not great, otherwise prices would be much higher than they are, for the supply is limited. As it is, prices are normal. Pineapples are coming in now by express, bringing $4.50 to $5.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No. 1, bbl.	....	3 75
Spies, No. 1, bbl.	4 50	5 00
Russets, No. 1, bbl.	....	4 50
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	3 50
Cranberries, bbl.	....	5 00
Grapefruits, case	2 00	2 50
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	....	1 25
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 50	2 75
Oranges—		
Cal Navel, 126-150-176-200-216-250-288	2 75	3 00
Cal., 96-100 size box	....	2 50
Florida, 176-200-216	....	2 50
Florida, 126-150	....	2 50
Mexican, 126-150-176-200-216-250	2 00	2 25
Valencias, 714 size, large cases	....	4 50
Bitter oranges	2 00	2 50
Pineapples, case	4 50	5 00

VEGETABLES.—It was announced at Ottawa this week that the United States had placed an embargo on New Brunswick potatoes, owing to fact that powdery scab had been found in a shipment at Boston. It has been seen here occasionally, but the opinion of dealers is that it does not amount to anything. It goes into the potato about the depth of a pea, and is rot. In peeling the potato this can be cut out. With this disease it would be no use storing potatoes, but nobody is storing nowadays—merely buying hand-to-mouth. It is not expected to affect the market. The price today is the same as it has been for weeks. A few new potatoes are coming in, but old ones are so plentiful they will not enjoy much of a sale yet. Wax and green beans are still high—$7. Some wholesalers had to clear out their stocks at $5.50. People are not inclined to pay 40c per lb. for beans these days; also, butter is selling at 40c per lb. to-day. Brussels sprouts are still worth 25c, and are hard to sell at that. Cabbage has gone up, dealers here asking $1.25-$1.50 per barrel, and are not expected to be cheaper unless farmers unload them on the market. Cauliflowers, 2-doz. crates, are quoted at $6 to $7, as they are getting scarce. California cauliflowers are going out of season. Floridas will be here in a couple of weeks, selling a little cheaper. Large crates of celery are bringing $5, and smaller ones $4. Lettuce is somewhat cheaper, some being available at $1.50, while a better grade brings $1.75-$2. Peppers are quoted $7.50-$8 a crate. Spinach is quoted $4.50 a crate. Bahamas tomatoes, of rather poor quality, are arriving plentifully, selling for $3.50, which has had the effect of bringing the market down. They are not packed so well as the Californias, which are worth $5.75—a considerable drop in both instances. Hothouse tomatoes are scarce, and practically off the market. American watercress is cheaper by 10c per doz. New beets, carrots, turnips and parsnips are coming in, but the price is high.

Beets, bag	....	0 75
Beans, wax, basket	....	7 00
Beans, green, basket	....	7 00
Brussels Sprouts, American, quart	....	0 25
Cabbage, per bbl.	....	1 00
Cabbage, red, bbl.	....	1 25
Carrots, bag	....	0 75
Cauliflowers, 2 doz.	3 75	4 00
Cucumbers, fancy, doz.	2 00	3 00
Celery, California, crate	....	6 00
Celery, Florida	....	4 00
Horseradish, lb.	....	0 12½
Leeks, doz. bunch	3 00	3 50
Lettuce, head, per box	1 50	2 00
Curly lettuce, per box	....	1 75
Mushrooms, basket	1 75	2 00
Onions—		
Spanish, per case	4 75	5 00
Red, 100-lb. bags	....	2 00
Yellow, 100-lb. bag	....	2 25
Parsnips, bag	....	0 90
Parsley, American, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 60
Potatoes—		
Montreal, bag	0 65	0 75
New, bbl., 150 lbs.	....	7 00
Potatoes, sweet, Jersey, hpr.	2 25	2 50
Radishes, doz.	....	0 50
Rhubarb, hothouse, doz.	1 00	1 25
Spinach, American, in bbls.	....	4 25
Turnips, bag	0 50	0 75
Tomatoes, Florida, crate	....	5 75
Tomatoes, Bahamas, crate	....	3 50
Watercress, American, doz.	....	1 00

TORONTO.

FRUIT.—All lines have experienced a rather better sale this week. The street was busier than we have seen it for some time, and we are told that the orders which are being placed are much bigger than they have been. Business certainly seems to be coming back. Marmalade oranges, which were higher last week, are right off There are none to fill the demand. Pineapples are scarce and our price of $5.50 may be a trifle low at that, though it is general. Bananas have firmed up considerably, and one or two fruit men are asking higher prices. We quote $1.40 to $1.75. Navels are down a quarter with $2.75 as an outside price. Apples sell well at all prices. It is largely a matter of a man's conscience what he asks for them. Spies are exceptionally good sellers.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 50	5 00
Secks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 40	1 75
Cocoanuts, sack	4 00	4 50
Cranberries	5 50	6 00
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	5 00	6 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California navels	2 50	2 75
Bitter for marmalade, per box	....	2 50
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	5 00	5 50
Grapefruit	2 75	3 00

VEGETABLES.—All celeries are very much firmer. California is up a dollar at $6 a crate, and there is lots of business to be had at that. Florida celery which is being bought more readily now,

(Continued on page 45)

Fish and Oysters

White Fish Selling Well

Former Continues to Be a Leader—Salmon in Good Demand — Haddock and Cod Higher — Flounders From New York Are Popular— Oysters Somewhat Quiet Due to Added Duty.

MONTREAL

FISH AND OYSTERS.—Trade has come down to a hand to mouth basis, although quite a lot of fish is going into consumption, with the prospect of an immediate increase, particularly as it is predicted that March will turn into a very cold month. There is still ample provision of smoked fish. Scarcity of green codfish and Labrador herrings is still more apparent. The same applies to frozen herrings, which have been scarce for over a month now. In smoked fish, haddies are in good demand, but owing to large supplies, prices are low. Kippered herrings are higher, with price for selected up to $1.50 for 60 in box. It is expected, if the weather improves, that fresh river and lake fish will arrive very soon, and will find a ready market. The first lines to arrive will be dore, pike and perch. Tomcods, which fell in price to a dollar per barrel last week, will be finished after a few days. Trade in shell and bulk oysters is very quiet, and no improvement is expected until Easter, April 4, when most people make a splurge.

TORONTO.

FISH AND OYSTERS.—The market here is looking up this week and general business is taking a turn for the better for which—say the fish men—the Saints be praised! Flounders are selling very well at 14c. They are fresh and come from New York. Some smaller and cheaper stuff, domestic and frozen, fetches 9c. Salmon steel heads are in very good demand too, particularly in better lines, and prices of 12c to 13c, is very firm. Some are getting more. Haddock and cod are both up one cent, and are moving very freely. The big trade, though, is in large white fish. Fish men are inclined to be annoyed because a large provision concern and a department store are letting whitefish go at 8c retail. Supposition is that they were able to pick up a car at low figure. Market price is 9c and there is lots of trade at that level. Oysters are quieter. It is said that the tariff did it! Seven and a half per cent. additional, as we showed last week, makes a big difference.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07	.10-.12
Haddies, 15-lb. and 30 lb. boxes, lb.	.07	.10-.12
Haddies, fillets, per lb.	.09	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.10	.21
Red, steel heads, per lb.	.10	.12-.13
Red, sockeyes, per lb.	.10	.10
Red, Cohoes or silvers, per lb.	.08½	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken, per lb.	.08-08½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04-.04¼	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.05-.05½	.10
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	...
Smelts	.09	.18-.20
Herrings, per 100 counts	3.00	....
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	...
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 45
Live lobsters, medium and large, lb.	0 30	....
Boiled lobsters, medium and large	0 32	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 06	0 08
Steak cod, fancy, express, lb.	0 08	0 10
Carp	0 10	....
Herrings, lake	0 04½	....
Flounders	....	0 14

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tulibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.07-.08
Tom cods, new, per bbl.	1.00	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	....	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	5 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	....	10 00
Green cod, No. 2, bbl.	....	8 50

WINNIPEG.

FISH.—The Saskatchewan fish, which unsettled the market last week, is still being sold at low prices. This has undoubtedly reduced the demand for the better grades of fish, but in spite of that they have found a good sale at the old prices. The weather in the last few days has been mild and interfered with orders to some extent. On the whole, however, business is satisfactory.

The Saskatchewan fish seems only a temporary matter, and is not likely to re-affect prices.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	...	0 03¼
New tulibees	....	0 04
Fresh mullets	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03¼
Halibut	....	0 12
Frozen halibut	....	0 09¼
Salmon	....	0 12
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal., Imperial	....	2 90
Carriers (4¼ Imperial gal.)	....	10 75
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12¼
Bloaters, per lb.	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

Produce and Provisions

New Laids on the Toboggan

Supplies Coming In Freely—The Competition From U. S. Gets Keener—Butter Firm But Inclined to Go Down Rather Than Up—Poultry in Little Demand—Prices Down.

MONTREAL.

PROVISIONS.—Despite war tax which was imposed there are some houses still selling compound lard at 9¾c, probably owing to the preference for pure lard at a price only slightly less. Some houses find they cannot quote less than 10c. Cooked hams are being sold at 25c or less. Smoked meat trade is quiet, but should be picking up with the approach of Easter. Wonderfully cheap prices are being quoted to the consumer by two large stores—prices even less in many cases than the ordinary retailer is paying. Naturally this has upset the market considerably. Hogs are selling at about the same price as a week ago.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 24
Boneless	....	0 23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 28
Shoulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per	bbl.
Heavy short cut mess	24 00	25 00
Heavy short cut clear	....	25 00
Clear fat pork	....	29 50
Clear pork	....	27 00
Lard, Pure—		
Tierces, 350 lbs. net	....	0 11¾
Tubs, 50 lbs., net	....	0 12½
Boxes, 50 lbs. net	....	0 12
Pails, wood, 20 lbs., gross	....	0 12¼
Pails, tin, 20 lbs., gross	....	0 11¾
Cases, 10-lb. tins, 60 in case	....	0 12½
Cases, 3 and 5-lb. tins, 60 in case	....	0 12¾
Bricks, 1 lb., each	....	0 13
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10¼
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb., each	....	0 12½
Hogs—		
Dressed, abattoir killed	....	11 50

BUTTER.—Market steady at last week's prices, finest creamery selling freely at 37c. If the demand continues to be as good as it has been prices may go higher.

Butter—		
Finest creamery	....	0 37
Dairy prints	....	0 32
Dairy, solids	....	0 30
Separator prints	....	0 30
Bakers'	....	0 28

CHEESE.—There is very little to say about the cheese market, prices remaining the same as have obtained for the last three or four weeks.

Cheese—		
New make	0 18	0 19
Old specials, per lb.	0 20	0 21
Stilton	0 19	0 20

EGGS.—The decline which took place in market for new laids was one of the big features of the grocery market this week. Receipts from Ontario and Quebec were exceptionally large, and far in advance of the demand. The result was a violent fall in prices, amounting to 6c per dozen, whereas quotations a week ago for new laids were 32c, they are now 26-27c. In some parts of Ontario, farmers are selling eggs as low as 20c. It looks like a much heavier production than at the same period last year. No. 1's are quoted 24-25c and splits 20-21c. There are still a few Chinese eggs selling on this market at 22-23c.

Eggs, case lots—		
New laids	0 26	0 27
No. 1s	0 24	0 25
Splits	0 20	0 21

POULTRY.—It is agreed that prices have been raised to a point about as high as they will go, and there they look like remaining this week. Demand continues good for live fowl, and a fairly good demand on frozen dressed stock. Prices on the whole are unchanged, and business is a little quiet.

Fresh Stock—	Live.	Dressed.
Fowl	13—14	14—16
Spring chicken	14—15	16—20
Fancy, crate-fed chickens, 5 lbs..	14—18	20—25
Turkeys, fancy	.....	21—24
Ducks	20—22	14—17
Geese	13—15	14—15
Pigeons, pair	.....	30—35
Squab pigeons, pair	.....	50

TORONTO.

PROVISIONS.—There is nothing new in this market. Lard in compound is easier. Cooked meats are a trifle firmer and demand is better.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15¼
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 13¾
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11¼
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12¼
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12¾
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09¼
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—While prices are not easier the undertone of the market is considerably weaker. Prices are high, though, of course, the market is scarce. But America is top heavy with butter, and is offering her finest storage here, at 25½c, that is 31c laid down. Butter won't go higher, therefore, no matter how scarce prices be. Demand is easier all round. Buyers apparently are not so short stocked as was supposed. There is little doing for export. Britain is not in the market very much. Prices all round remain the same as last week.

Butter—		
Creamery prints, fresh made	0 35	0 36
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 20	0 23

CHEESE.—There is a good demand again this week and prices are steady, showing no disposition to drop to lower levels, rather the contrary. Some export is going on though it is said that there is more American cheese going over the water than Canadian. Meanwhile the new cheese will come with a rush in April and that will alter the somewhat apathetic market.

Cheese—		
Old, large	0 19¼	0 19¾
Old, twins	0 19¼	0 20
New, large	0 18½	0 18¾
New, twins	0 18¾	0 19

EGGS.—Selects are virtually off the market, and there are no trade eggs either. Nothing but new laids remain. These are rolling in and prices are on the toboggan. We quote 28-29c at time

of writing but this will be lowered, likely, before this appears in print. Store keepers ought to get the price down to 20c. There is nothing to keep it up and everything to send it down. A Chicago produce merchant's letter which we saw is interesting and proves our contention about the necessity for lower prices. He says:

"We think the production of eggs in the United States for 1915 will be from 8 to 10 per cent. larger than in 1914. There is an average increase every year of about 5 per cent., and through the Middle West at least there has been a big increase in the flocks this year. We would not be surprised if fresh eggs go as low as 15c during the next two or three weeks, but at any rate, we look for 16 to 17c prices at some point before storing begins."

If the farmer doesn't put his prices down the American will beat him to it for the big trade.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 28	0 29
Straights	0 25	0 27
Trade eggs	0 24	0 25

POULTRY.—All lines are scarce, but to balance this there is no demand worth speaking of. Prices are several cents lower than last week. Ducklings are off the market. Geese are practically in the same case though an occasional gander or two straggle in. These are so scraggy, though, that nobody would buy them.

Fresh Stock—	Live.	Dressed.
Fowl	0 10—0 11	0 13—0 14
Spring chicken, lb.	0 11—0 13	0 15—0 18
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 18—0 20
Turkeys, fancy	....—....	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducks	0 08—0 10	0 12—0 15
Geese	0 07—0 10	0 10—0 13

HONEY.—Prices remain the same, and there is no change in the market situation.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	0 12	0 12½
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

PRODUCE.—The market on the whole is again firm, with eggs the one line dropping in price. As was expected they have decreased quite largely, and further reductions may be expected. In all other lines it appears that advances are to be the order.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 12
Tubs, 60s	....	6 75
Pails, 20s	....	2 53
Cases, 5s	....	7 73
Cases, 3s	....	7 80

BUTTER.—The market is firm. Practically no creamery butter is selling under 35c at present. Eastern Townships butter, indeed, costs from 34c to 35c laid down in Winnipeg. The quotations are practically certain to go up one or two cents. Dairy butter is scarce also, and shows advances over last week. Quotations range anywhere from 27c to 31c.

Butter—		
Creamery, Manitoba	0 33	0 35
Dairy	0 27	0 31
Cooking	0 22	0 23

CHEESE.—Here also a firm market is noted, caused no doubt by exporting, making the available supply exceedingly small. Most of the cheese is selling at about 20c. An advance of another cent. is quite likely to take place by next week.

Cheese—		
New, large	0 19	0 20
New, twins	0 20½	0 21

EGGS.—Practically all the storage eggs are off the market, and fresh eggs coming in from the South and from local districts are being sold regularly at 30c. They will, of course, go lower from now on. The demand is good.

Eggs—		
New laid	....	0 30
Storage firsts	0 22	0 23

POULTRY.—Stocks are now reduced. The demand continues good, and it is quite likely an advance will be made within the next week or two.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 10	0 30
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLES.

(Continued from page 42.)

is worth $3.25 to $3.50. For lettuce demand has fallen off some, and the price has fallen too to the extent of 50c. Parsnips, which advanced last week, have taken a big drop and are down at 45 to 50c. There are big supplies and demand seems to have eased for the time being. Potatoes are firm at 75c, and are moving a trifle better. Carrots are worth 40c—which is down considerably from last week—and are pretty hard to sell at that. Cauliflower and cabbages are very firm. Business generally is none too brisk. The distinctly spring weather may have something to do with it. Tomatoes are very hard to get.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 40	0 50
Carrots, bag	0 35	0 45
California cauliflower	3 50	3 75
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 75	3 50
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	3 25	3 50
Mushrooms, per lb.	0 70	0 90
Water cress, 11-qt. basket	....	0 50
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 70	0 75
Potatoes, Canadian, bag	0 65	0 70
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	4 00	4 50
Lettuce, Boston, head, small	3 00	3 25
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUIT AND VEGETABLES.—The demand for apples continues good, and the supply is low at the present time. California oranges at the higher prices made last week are also selling well.

The week has seen an improvement in the out-of-town business. Heated car service has been started, and grocers in the smaller places are now able to get supplies which are required.

Apples—		
Washington	....	1 60
Apples, bbls.	4 50	6 00
B. C. box apples	....	1 50
Cranberries, case	....	2 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	8 00
Grape fruit	2 75	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	3 00	3 50

VEGETABLES.—Still, onions seem on the way to go higher. For them there is a big demand, and the supply is exceedingly limited. Celery has advanced during the week to $6.50. The California supply is practically exhausted, and stock from Florida is not as yet coming in. Rhubarb is getting more plentiful, and for it there is a good demand.

Celery, California	6 00	6 50
Cabbages, per lb.	....	0 02
Cauliflower, per doz.	....	2 00
Head lettuce, California, per doz.	....	0 90
Leaf lettuce, doz.	0 45	0 60
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	5 50	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	....	0 06
Tomatoes, California, per case	....	9 00
Honey, comb, per case (24 sections)	....	5 50
Rhubarb, per lb.	....	0 15

WILL OPPOSE SPECIAL PRIVILEGES.

R. M. A. Executive Discuss Amendment To Grain Growers' Charter.

Toronto, Mar. 11.—A meeting of the executive of the Ontario Section of the Retail Merchants' Association of Canada was held here last week in conjunction with the Finance Committee which was appointed a year ago. One of the principal matters discussed was the report that the Grain Growers' Association of Western Canada intends going after the Government this session for amendments to their charter permitting them to conduct a wholesale and retail business. The executive recommended that the matter be taken up with the Dominion Board and that the Dominion Board oppose the amendments if they include any special privileges in the charter of the Grain Growers' Association.

The finances of the association were also gone over at the meeting and the action of the association in leasing the building at the corner of Yonge and McGill streets was endorsed. The members present included the entire executive and were B. W. Zieman, Preston; A. M. Patterson, Brockville; R. D. Cameron, Lucknow; Sec'y E. M. Trowern, J. C. VanCamp, Toronto; F. C. Higgins and T. Bartram, Toronto, and J. A. McCrea of Guelph.

The dates of the annual convention have not yet been decided upon and will not likely be until it is definitely known when the new premises will be occupied.

Flour and Cereals

Decline in Flour Prices

Montreal and Toronto Report Thirty Cents Decrease—Not as Much as Some Expected— The Millers' Reason—Mill Feeds Lower—Barley Very Strong.

MONTREAL.

FLOUR.—When the wheat market slumped last week, millers decided to follow, and dropped prices on spring wheat flour 30c per bbl., and on winter wheat flour 40c per bbl. The millers claim that it was not incumbent on them to drop their prices, but as they have got the trade pretty well filled up as well as the bakers, it was thought to drop their prices with the fall in the wheat market was policy; then there would be no kick coming from either the public or the Government. On account of the high price of flour, and public feeling, a drop in flour would certainly have been expected. Early this week, the wheat market commenced to strengthen again, jumping 4c on Saturday, and 5c on Monday. There was a feeling here that the big mills would not put their prices back to where they were, as little would be effected by it, as few people could possibly buy. Demand for both spring and winter wheat flour dropped off to practically nothing with the decline in the wheat market last week, and did not show much improvement with the rise which began on Saturday last. Foreign demand for spring wheat flour dropped off to a low ebb, no sales being reported during last week. Domestic orders were few and usually small. Winter wheat flour fancy patents were quoted 7.75 this week, and 90 per cents. in bags were offered as low as 3.25, prices being purely nominal. Ontario mills are offering freely now, but buyers are hard to find.

Manitoba Wheat Flour—	Per bbl.	of 2 bags
First patents	....	7 80
Second patents	....	7 30
Strong bakers	....	7 10

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 75	7 75
90 per cent., in wood	6 25	6 50
90 per cent. in bags	....	3 25
Blended flour	6 70	7 00

CEREALS.—When a decline took place in the oat market last week, prices of rolled oats were shaded somewhat. Business on the whole is quiet.

Cornmeal—	Per 98-lb. sack	
Gold dust	2 50	2 55
Unbolted	....	2 25

Rolled Oats—	90's in jute.	
Small lots	3 85	....
25 bags or more	3 70	....
Packages, case	....	4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 65
Hominy, per 98-lb. sack	....	2 75
Corn flour, bag	....	3 05
Rye flour, bag	....	3 60

FEEDS.—One of the mills was using feed to get rid of flour last week, agreeing on a price for flour, and shading price on feeds. Another mill heard about this, and the result was a drop all round, prices on bran, shorts and middlings now being $26, $28, and $30. Several other small changes were made, among them being a drop of one cent in Manitoba feed oats. Barley chop is quoted at $37. Demand from local and country buyers continues good.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	3 00
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 35

TORONTO.

FLOUR.—All prices are down 30c this week. This is consequent upon the slump in wheat prices on both exchanges which in its turn was caused by the possibility, growing daily nearer a probability, of the fall of the Dardanelles. The difficulties of shipping which lie behind the falling-off in export demand have had something to do with it, too. Winnipeg wheat has touched $1.38. This is an odd contrast to its high of $1.60, and millers could not very well help reducing their prices some. They point out, however, that previous flour prices have never been figured on the $1.60 basis, $1.50 for May option wheat has rather been the figure and they claim, therefore, that a further reduction than the 30c on flour was not justified. The millers' stand is confirmed by the fact that already wheat has gone back again to $1.47. There is no doubt that buyers thought millers would reduce their prices more, and that may account for the exceptional dullness of the home market. Export business has not been resurrected yet. It is still dead.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	7 90	7 70
Second patents	7 40	7 20
Strong bakers	7 20	7 10

Flour in cotton sacks, 10c per bbl. more.

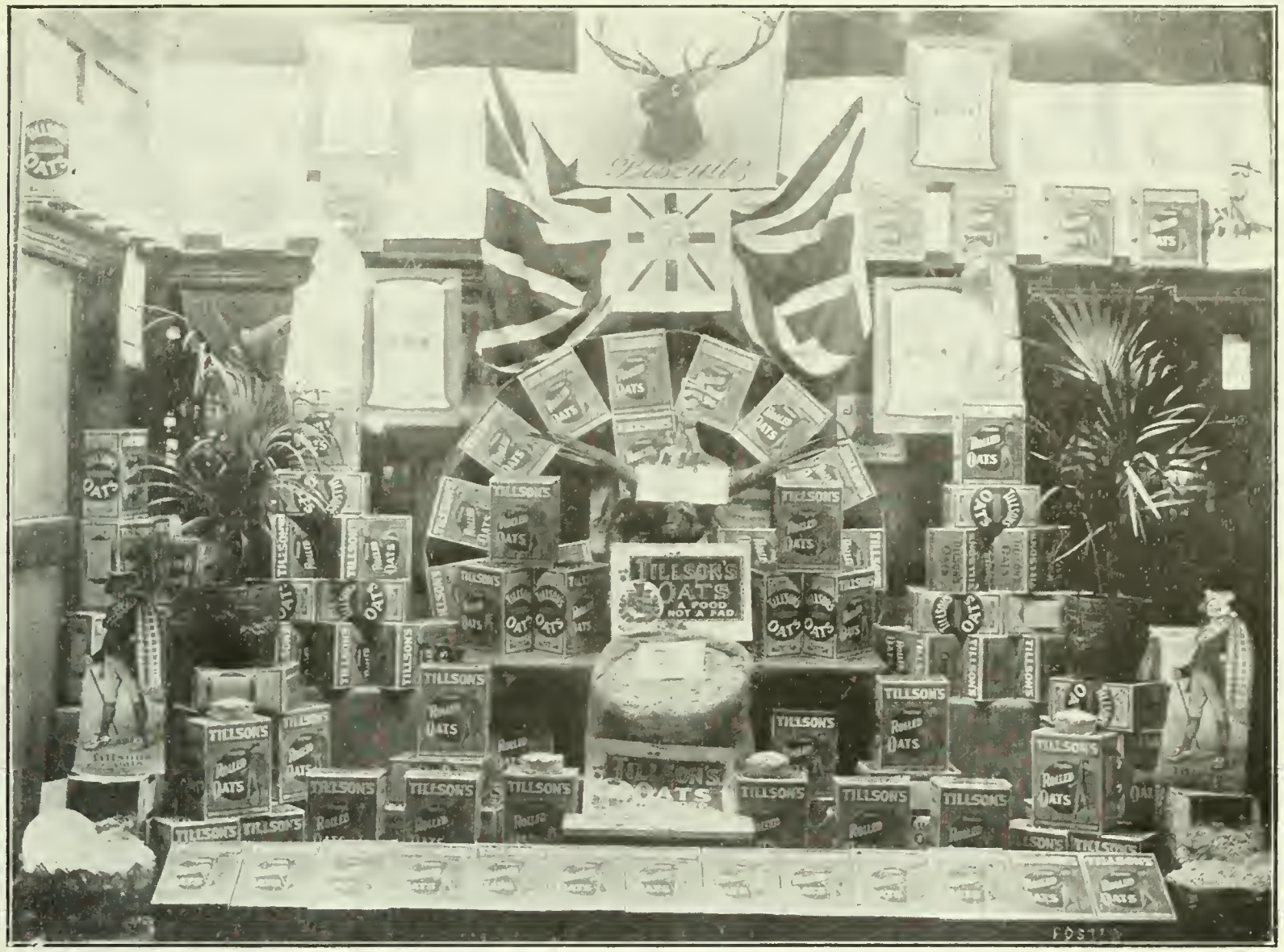
Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	7 70	7 50
90 per cent.	7 50	7 30
Straight roller	7 30	7 10
Blended flour	7 30	7 30

CEREALS.—Rolled oats, for the first time in many months are slow. Buyers are well stocked up, and are not in the market. Prices are no lower on account of this, though. Millers think lower prices unjustified. Barley is certainly strong, both pearl and pot; the latter is worth $3.10 a bag. There is very little barley to be had and buyers are scarce all round on it. Export business in all lines is dead. It's just as well, for it is problematical when buyers on the other side would see their purchases.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 70	3 90
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—Prices are down a dollar on middlings, and we quote $29 to $30. One firm put up their prices on this feed last week, but the rest didn't follow suit, and instead have dropped their figure this week. Business is more or less dull. Season is wearing on now, and the grass is beginning to grow again.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	....	0 60

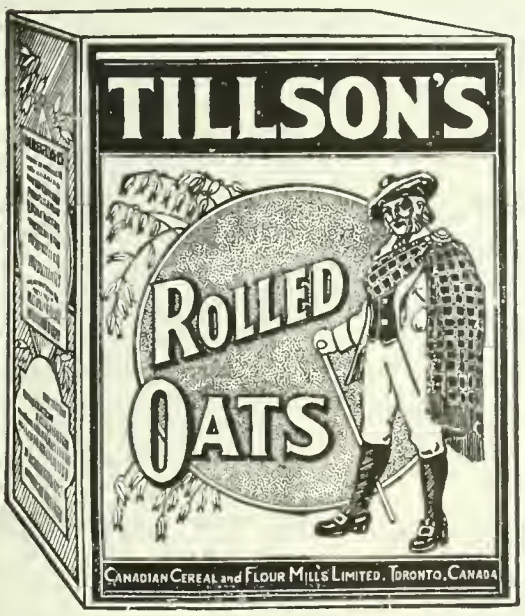


DESIGNED BY BRUCE McDOUGALL, INGERSOLL

MAKE YOUR WINDOW PAY

The above display shows what can be accomplished by devoting time and window space to increase your profits in our lines

A Food **TILLSON'S OATS** Not a Fad



Our New Products

"SCOTCH" HEALTH BRAN and
"SCOTCH" FINE CUT OATMEAL
are Now on Sale.

Free Window Display Material
will be sent, charges prepaid, upon written request for same.

MADE IN CANADA
BY
Canadian Cereal & Flour Mills, Limited
TORONTO

LENT

Your customers are now looking around your store for a good substitute for meat.

Why not offer them macaroni? It is a healthful and pleasant dish and most economical. There is a good margin of profit for you and a display of

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

with its attractive package will mean a good increase in sales.

These brands are *Made-in-Canada*, Manitoba hard wheat only being used in their manufacture.

L'Etoile and Hirondelle are not only equal but superior to the imported goods.

Be sure you have a good stock. We are still maintaining the old price in spite of the rise in flour.

Order through your wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.55
3-lb	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each conpon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

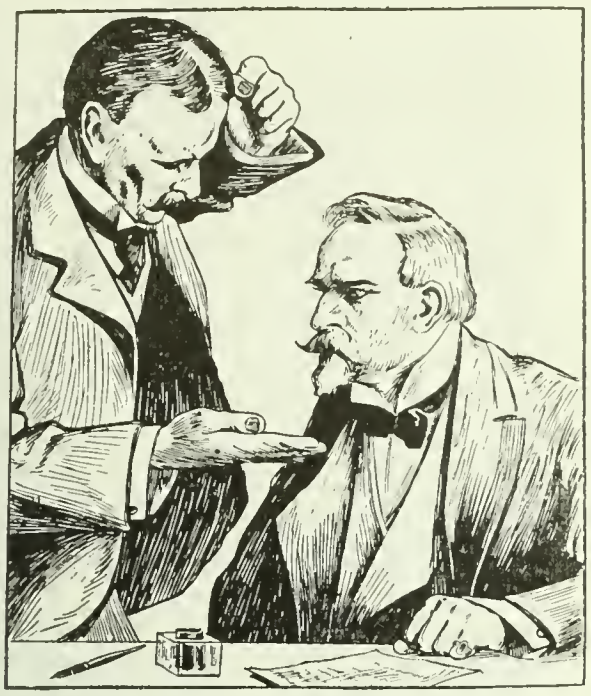
THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special qnotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35



You wouldn't send a regiment against a whole army——

and yet you expect a mere handful of salesmen to cover—efficiently—the trade in the vast, growing, prosperous West. And cover it also against numerous groups of competing salesmen.

Put it up to the Nicholson & Bain organization with its intimate knowledge of the whole Western field, its extensive staff of efficient salesmen, its inimitable connection with the Western grocery trade? These firms, and many others, are securing mighty big returns from the Western field—and at trifling cost. You too could easily secure the same, provided your product does not conflict with lines carried already. Particulars and terms will be gladly sent without obligation. Write to-day.

NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND BROKERS

Head Office:—Winnipeg, Man. Branches:—Regina, Saskatoon, Edmonton, Calgary, Vancouver

"FORCE"

What Would the World Do Without Wheat?

It's the one admittedly indispensable cereal. Mankind must have wheat at any price. It is the one cereal that contains everything needed for blood, bone nerves, muscle and brain. ¶ Wheat is the most talked of food product in the world to-day.

"FORCE," as you know, is made from the finest Canadian whole wheat. It's cooked with malt, so the wheat nourishment is improved and enriched. ¶ Moreover, it's tasty. More people like "FORCE" for a longer time than any other cereal sold. Now is the time to sell "FORCE." The people want it,

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere

HI!

Just a Moment!

You're going to sell a lot of LYE and CHLORIDE OF LIME to your customers during the housecleaning epidemic that annually makes life miserable at this season of the year.

The feminine desire to "clean-up" will create a demand that you will have to supply—but don't forget there is always a chance to increase this demand.

The question, then, is: "What Brand Will I Sell?" There are legions of them, but it is up to you to sell the *ONE BRAND* that will give your customers the most for their money, will satisfy them most and which will give YOU THE MOST PROFIT.

You're in business for the money you can make. You have a lot of customers that want Lye and Chloride of Lime and want enough of it to give you a goodly profit if you get after the business and supply them with White Swan Lye and Chloride of Lime.

White Swan Lye is 100% pure—it will do its work thoroughly and will satisfy the most exacting and GIVES YOU MORE PROFIT.

White Swan Chloride of Lime is a mighty cleanser—made from the best materials by men who know how. It sells—it satisfies—it gives a good profit.

LYE	CHLORIDE OF LIME
Per Case of	Per Case of
4 Doz., $3.50.	25 Tins, $2.00.

Yes, we know War is Hell, but what are you going to do about it—sit down and let your business go to War?

White Swan Spices and Cereals, Ltd.

156 Pearl Street, TORONTO, ONT.

Diamond, S's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medalllons, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A., Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight, 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

How Are Your Customers Going to Know

that you handle "Crown Brand" Corn Syrup—

how are our big advertisements in the newspapers going to do you any good—

unless you let everyone in your neighborhood know that you have "Crown Brand"?

We are doing our share, by putting the quality into the goods; by giving you the most delicious and the most popular table syrup in Canada; and by advertising it all over the Dominion.

Your share is merely to let your neighborhood know you have it, through occasional counter and window displays.

Handle all sizes—the 2, 5, 10 and 20-pound tins.

The Canada Starch Co., Ltd.

Manufacturers of the famous Edwardsburg Brands

Montreal, Cardinal, Brantford, Fort William

KREEMY-BOY

HIS Latest Song

MOST EVERY SHIP THAT SAILS OVER THE OCEAN,
MOST EVERY SHIP THAT SAILS OVER THE SEA,
BRINGS BACK, YES, BRINGS BACK,
SHARP'S "KREEMY" TOFFEE FOR ME.

THE FACTORY LIES OVER THE OCEAN,
THE FACTORY LIES OVER THE SEA,
BUT I PRAY EVERY NIGHT,
BETWEEN THE SHEETS SO WHITE,
THAT THE GERMANS WON'T SINK ANY VESSEL
THAT IS BRINGING SHARP'S "KREEMY" TO ME.

Now,—you may forget the Singer, but the Flavor will Never Die. Sharp's "Kreemy" Toffee has a flavor (Smooth, Rich and Wholesome), that Lingers Long in the memory of all who have Tasted it.

Spring Time is Toffee Time. Order a supply from your Wholesale, or direct from our agents. Put in a Kreemy window, and Tone up your business by the increased Sales it will bring you.

Made at "Kreemy Works," Maidstone, Eng., by Edward Sharp & Co.

AGENTS:

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Telfer Bros., Ltd., of Winnipeg—For Western Can. Hamblin & Brerton—For British Columbia.

From
the waters of
Norway

the home of the finest sardines in the world—come the

KING OSCAR BRAND SARDINES

Customers everywhere appreciate the superior quality and deliciousness of these carefully packed little fish. They are carefully selected as to size, and only purest olive oil is used in the packing.

Place your order now.

Get quotations from your Wholesaler.

CANADIAN AGENTS

J. W. Bickle & Greening

(J. A. Henderson)

HAMILTON ONTARIO

Fresh, Ripe Florida Tomatoes

How Many?

Pineapples, Celery, Head Lettuce, Cucumbers, Strawberries

Headquarters for all the Tropical Fruits and Vegetables.

White & Co., Limited

Wholesale Fruit and Vegetables

TORONTO

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.. 1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. 1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz. 1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $1.60; 1s, $2.75; 2s, $5; 6s, $15.50; 14s, $37.
Roast Beef, ½s, $1.60; 1s, $2.75; 2s, $5; 6s, $16.
Boiled Beef, 1s, $2.75; 2s, $5; 6s, $16.
Jellied Veal, ½s, $1.60; 1s, $2.75; 2s, $4.50; 6s, $16.
Corned Beef Hash, ½s, $1.50; 1s, $2.10; 2s, $3.
Beefsteak and Onions, ½s, $1.60; 1s, $2.75; 2s, $5.
Cambridge Sausage, 1s, $2.75; 2s, $4.50.
Boneless Pigs' Feet, ½s, $1.50; 1s, $2.25; 2s, $4.25.
Lambs' Tongues, ½s, $2.
Sliced Smoked Beef, tins, ½s, $1.75; 1s, $2.75.
Sliced Smoked Beef, glass, ¼s, $1.35; ½s, $2; 1s, $2.75.
Tongue, Ham and Veal Pate, ½s, $1.20.
Ham and Veal, ½s, $1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, $1.25.
Ox Tongues, tins, ½s, $2.50; 1s, $5.50; 1½s, $8; 2s, $10.
Ox Tongues, Glass, 1½s, $10; 2s, $12.
Mincemeat, Hermetically Sealed Tins, 1s, $1.25; 2s, $1.95; 3s, $3; 4s, $4; 5s, $5.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.
In Glass, 1s, $2.25.
Plum Pudding, 1s, $1.75; 2s, $2.25.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.95; 16 oz., $2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1.00; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1.00; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—
"Anchor" Per case
50 cases, 6 doz. $2 50
10 cases, 3 doz. 2 50
5 case lots, freight prepaid, Ontario points .. 2 25

Baking Powder—
"Anchor" Per doz.
4 oz. tins, cases 4 doz. ... 0 67½
6 oz. tins, cases 4 doz. ... 0 90
8 oz. tins, cases 3 doz. ... 1 20
12 oz. tins, cases 3 doz. ... 1 65
16 oz. tins, cases 2 doz. ... 2 00
[illegible] lb. tins, cases 1 doz... 4 40
5-lb. tins, cases 1 doz. ... 8 40

Chocolate—Unsweetened—
"Anchor"
10c cakes, boxes 2 doz.... 0 90

Cocoa—"Anchor" Per doz.
10c tins, cases 4 doz. 0 90

Per lb.
¼s, tins, cases 4 doz. 0 36
½s, tins, cases 2 doz. 0 35
1s, tins, cases 1 doz. 0 35

Coffee—"Anchor" Per lb.
1 lb. tins, whole or ground, cs., 30 lb. 0 36
2 lb. tins, whole or ground, cs., 30 lb. 0 35

Cream of Tartar—
"Anchor" Per doz.
2 oz. pkgs., box 4 doz. ...$ 0 90
3 oz. pkgs., box 3 doz. 1 35
¼ oz. pkgs., box 4 doz. ... 1 75
½ oz. pkgs., box 4 doz. ... 3 50
½ oz. tins, box 4 doz. 3 75
1 oz. tins, box 2 doz. 6 00

Flavoring Extracts—"Anchor"
20c bottle .....$ 1 15
½ oz. bottle 2 50
4 oz. bottle 4 00
8 oz. bottle 7 50
16 oz. bottle 14 40
32 oz. bottle 28 80
80 oz. bottle 60 00

Flour—Potate—"Anchor"
Per doz.
Cases, 2 doz. 1 20

Icings, Prepared—"Anchor"
10c pkgs., case 3 doz.... 1 00

Mustard, D.S.F.—"Anchor"
50c tins, boxes 4 doz. ... 0 50
10c tins, boxes 4 doz. 0 95

Per lb.
¼s, tins, boxes 12 lbs. ... 0 40
½s, tins, boxes 12 lbs. ... 0 39
1s, tins, boxes 12 lbs. 0 38

Rice, Special Grain—
"Anchor." Per doz.
Cases 2 and 4 dozen 0 90

"Anchor" Brand Per case
Shaker Table Salt, free running, cases 2 doz., case. 1 60

"GOLD MEDAL" COFFEE.

Whole or Ground— Per lb.
½ lb. tins, cases 30 lbs... 0 37
1 lb. tins, cases 30 lbs. ... 0 36
2 lb. tins, cases 30 lbs. ... 0 35

"GOLD MEDAL" ROLLED WHITE OATS.

Per case
25c pkgs., cases 12 pkgs... 2 50

"KING" NAPTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s 1 90
5c pkgs., cases 100s 3 75
10c pkgs., cases 3 doz. ... 3 50

"KOLONA" CEYLON TEA.

Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs..... 0 30
50c black, green or mixed 0 35
60c black, green or mixed 0 42
80c black, green or mixed 0 55

Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz... 1 45
"Wheat - Os" Breakfast Food, cases 2 doz..... 1 45

Per doz.
"Piccaninny" pancake and buckwheat 1 00

LAPORTE, MARTIN, LIMITED MONTREAL. Agencies. BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case.. 6 00
Efficace 6 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., cse.10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil,
Cs. 25 11 lb. bars, lb. 0 11
Cs. 200 3½ lb. pieces, cs.... 5 50

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 08½
Box, 25 lbs., loose 0 08

MINERVA PURE OLIVE OIL.

Case—
12 litres 8 00
12 quarts 7 00
24 pints 7 50
24 ½ pints 5 00

Tins—
20s, ⅛ gal. 3 00

Are your customers looking for a change?

Recommend

GRIFFIN'S CALIFORNIA ASPARAGUS

The Season's Delicacy

Picked and Packed the same day

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

Made in the cup at the table

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

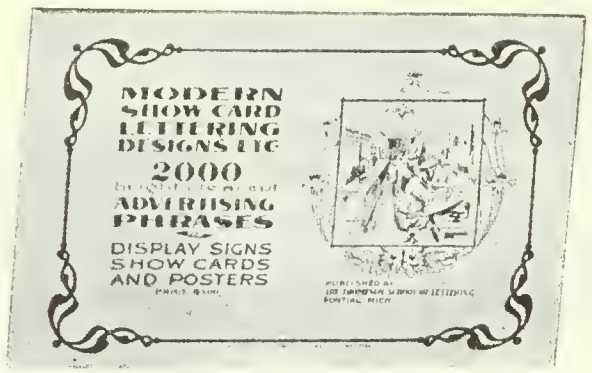
Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



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A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

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This book is far beyond anything ever published in this line. It contains solid, practical, commonsense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

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The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Palls, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 35
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

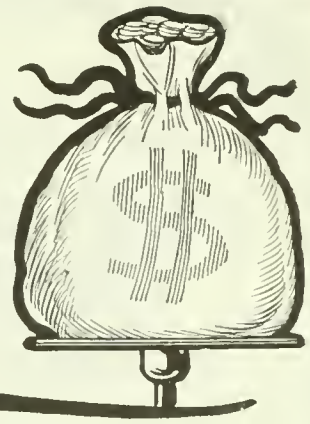
1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

AS GOOD AS CASH



Royal Baking Powder

is always sure to sell—every last can of it! Worldwide advertising, **ROYAL** quality and **purity** keep up the demand everywhere, all the time, in big cities and little towns. Every day of the week, every month of the year **ROYAL BAKING POWDER SELLS**! It pays grocers best to take advantage of this steady sale, rather than try to persuade customers to buy inferior baking powders. **ROYAL BAKING POWDER** will make more money for you in the end, and remember, you can **always sell it.**

ROYAL BAKING POWDER COMPANY
NEW YORK, N.Y.

$15.00 a Week for Your Spare Time

Do you want to make more money to get ahead, to get experience that will help you climb the ladder to success? We can help you by appointing you to look after the circulation of MacLean's Magazine and the Farmer's Magazine in your district. You can make $1 an hour if willing and wide-awake. The work is pleasant, healthful, and the training we give in selling will be invaluable to you.

Hundreds are doing this in their spare time. Others at first give spare time, but find it to their advantage to give it their entire time. If you desire to increase your income in this way, write us at once. We give you all the requirements for success, except the determination.

MacLean Publishing Co.
LIMITED
143-153 University Avenue
TORONTO, ONT.

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

Lemons

This is Springtime

Just when you want the very best grade of Lemons.

"St. Nicholas"

the Extra Fancy, will please you.

J. J. McCABE
Agent
Toronto

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD.
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1870
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

This Lenten Season

More Brunswick Brand Sea Foods will be purchased than ever before

The Lenten Season will turn the public's attention to fish, but economic conditions will necessitate securing the most wholesome fish at the most moderate prices.

Take care of lines of doubtful merit, whose quality is not proven, whose wholesomeness is not established. Stock only those lines whose quality and goodness is well established.

Most grocers are already stocking up—and stocking heavily—with Brunswick Brand, whose appetizing goodness and quality are household words throughout Canada. Better replenish your stock *to-day*, while shipments are good.

Connors Bros., Limited

BLACK'S HARBOR, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 } ½ lb. 60 } Packages, Mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce— Per doz.	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases

All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 66
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 69

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

FRESH ARRIVALS

California and Florida

CELERY

Extra Fancy, Well-Bleached, Tender Stock.

FANCY FLORIDA GRAPE-FRUIT

Sound, Heavy Fruits. Fine Flavor.

GREEN VEGETABLES

Lettuce, Rhubarb, Green Onions, Parsley, Etc.

GOLDEN ORANGE BRAND
SUNKIST NAVELS

Your orders will have our prompt and careful attention. Write, phone or wire.

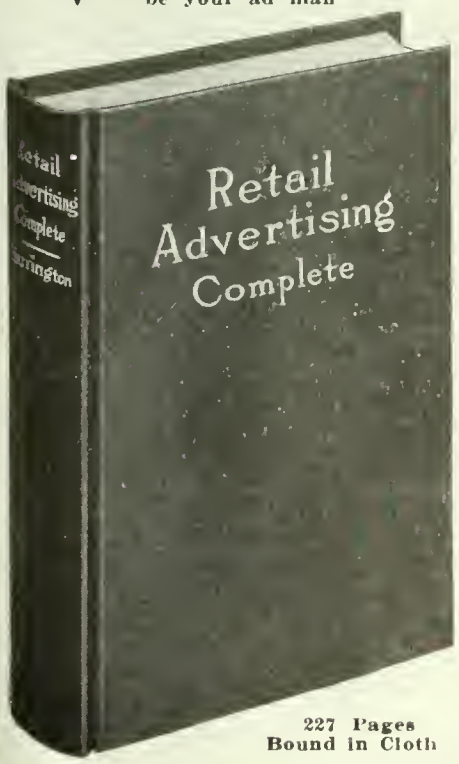
THE HOUSE OF QUALITY

HUGH WALKER & SON

Guelph and North Bay

'Twill Do Your Advertising

Here's the book that will be your ad man



227 Pages
Bound in Cloth

This new book on advertising will tell you all you want to know about advertising in the store.

Retail Advertising Complete

By FRANK FARRINGTON

With this book on your desk you are never at a loss what kind of advertising to do or how to do it. Every kind of advertising is treated fully.

Chapters on Newspaper Advertising.
Making an Advertisement.
Good Specimen Ready-made Ads.
Mail Advertising.
Window Trimming.
Advertising Novelties.
Outdoor Advertising.
Inside Store Advertising.
Advertising Schemes.
Special Sales.
Mail Orders, etc., etc.

There is no better book of the kind at any price. You can't afford to get along without it.

Forwarded direct, postpaid, on receipt of price. Keep the book a week, and if it is not worth the price, return it and get your money back.

Price $1.10 Postpaid

THE MACLEAN PUBLISHING CO., LIMITED

Montreal Toronto Winnipeg Vancouver

Book Department

143-153 University Ave., Toronto

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA,	5	stg.	- -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
725 Notre Dame E. MONTREAL

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES
by us are therefore certain.

THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

HUNTLEY & PALMER'S BISCUITS

A fresh supply of these delicious English Biscuits just arrived. We carry a complete stock. Write for price list.

FEARMAN BROS., - - 66 YORK ST., HAMILTON, ONT.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll Ontario

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have La Grippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try **Mathieu's Nervine Powders** yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

Advertiser seeks, in the following Cities, Agents for handling his Imported and Domestic lines, selling to the Wholesale trade, also buying Domestic lines, both on a Joint commission basis:—

Calgary, Edmonton, St. John, N.B.; Halifax, St. John's, Newfoundland; Belleville, Collingwood, Hamilton, Kingston, London, Ottawa, Owen Sound, Peterboro, Montreal and Quebec.

Write Box 75, Canadian Grocer, Toronto.

Wanted, quotations, terms and particulars as to time of delivery, also samples of:—

5 cars Split Peas,
3 cars Pearl Barley,
2 cars Pot Barley,
1 car Corn Meal,
1 car Rolled Oats,
2 cars Red Lentils.

Write Box 76, Canadian Grocer, Toronto.

A want ad. in this paper will bring replies from all parts of Canada.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send description and price. C. C. Shepard, Minneapolis, Minn.

WANTED TO BUY—GENERAL OR HARDware store in the Eastern Townships. Give amount of last year's turnover, also stock on hand and terms, proprietor or rent. Box 74, The Canadian Grocer, Toronto. (8)

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—SITUATION BY EXPERIENCED grocery clerk; first or take charge. Dis when suited. Apply D. M., 114 Smith St., Winnipeg.

AGENCIES WANTED

GOOD MANUFACTURER'S AGENCY WANTed for grocery, hotel and restaurant trade covering Montreal thoroughly. Write M. N. O., Canadian Grocer, Montreal.

Warehousing Storage

BONDED AND FREE STORAGE

Low Insurance rate. Cartage and Warehousing, General Forwarding.

Security Storage Company, Limited
98-100 Lombard St., Toronto

A SEED DEPARTMENT

will add to your profits

Kelway Langport England

grow and sell

SEEDS OF ALL KINDS

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure LOWEST PRICES.

WRITE TO-DAY.

IMPORTANT.

As the public in general all over the Dominion of Canada are talking buy goods "MADE IN CANADA," and to give the manufacturers and dealers an opportunity to display and advertise their products, it has been decided to hold a "MADE IN CANADA EXHIBITION" at the Arena, Montreal, from Saturday, April 10th, until Saturday, April 17th, both days inclusive.

Goods not manufactured in Canada will not be permitted to be exhibited.

It is expected that space for exhibiting purposes will be taken up quickly, and it has been agreed to allot space in order of precedence.

Refreshment rooms, booth and other privileges have been offered, free of charge, to Daughters of the Empire, proceeds to go to their fund.

It is also the intention to have a Children's Day, so that the future generation will be educated to the purchasing of MADE IN CANADA products.

For full particulars regarding space, price of same, etc., phone or write us, and we will be pleased to have one of our representatives call upon you.

Made in Canada Exhibition, 411 Transportation Building, 'Phone Main 6544.

A want ad. in this paper will bring replies from all parts of Canada.

Advise Your Customers

that by using

MAPLEINE

as a change of flavor, desserts and dainties will taste different and better.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S WELLINGTON KNIFE POLISH

JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

Start With His Promissory Note

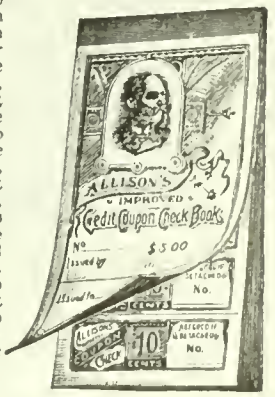
When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

ALLISON COUPON BOOKS

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

HOW THEY WORK:

A man wants credit. You think he is good. Give him a $10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with $10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Order "Quality" Brand Macaroni To-day—Special Deal. We are the Pioneer Manufacturers

The electric process *of* macaroni manufacture is your guarantee *of* satisfied customers

"Quality" Macaroni is a Big Seller

Made from the finest Durum Wheat, carefully selected, prepared and electrically processed, using only the purest running spring water, ensures a macaroni of more than ordinary quality. Our operators are experts in their various lines and our factory is equipped to facilitate the production of the quantity which is required to meet the rapidly growing demand without lowering our high quality standard. "Quality" Macaroni is truly a customer satisfier and a rapid seller —a big profit-maker. **Send a trial order to-day.**

F. A. MARTOCCIO MACARONI CO.

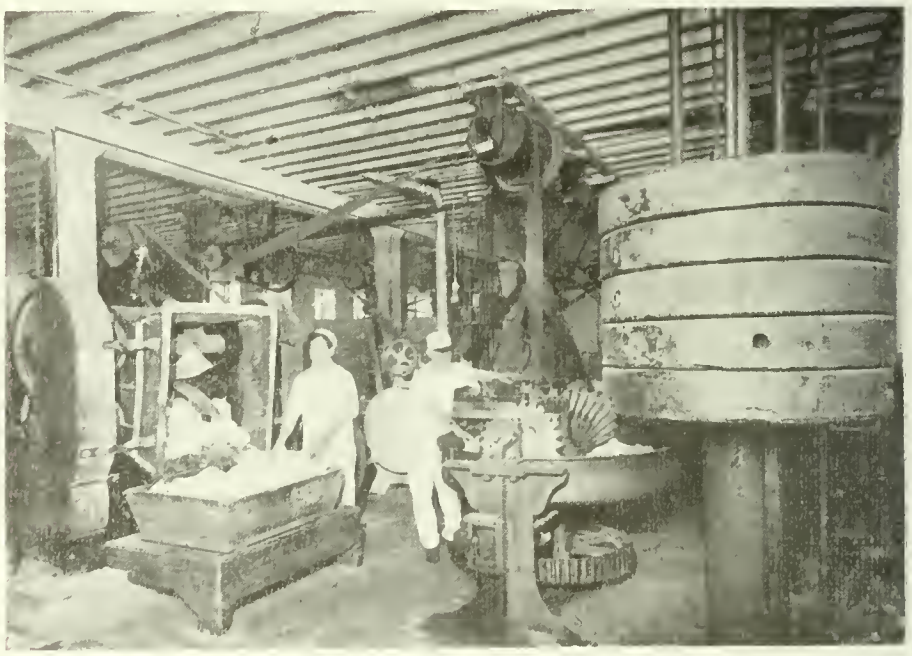
MINNEAPOLIS, MINN.

Canadian Agents: W. H. ESCOTT, Winnipeg, Man.

The Mixing and Kneading Room

To give you a better idea of the process of manufacture of "Quality" Macaroni, Famettes, Spaghetti, Egg Noodles, Vermicelli, cut Macaroni, etc., we here illustrate the first process —the mixing and kneading.

Watch for next week's Grocer.

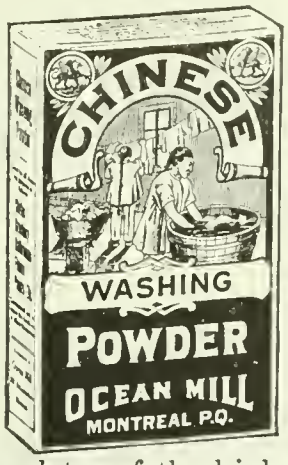


Twenty-five Attractive Blotters in Each Case. We Assist the Dealer to Popularize Our Line

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order.

Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents.

Your jobber should have it—if not, write direct for prices.

OCEAN MILLS

MONTREAL -:- CANADA

IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES

From Mother to Daughter

Shirriff's True Vanilla has been adding to its list of friends for thirty years.

Once used the housewife asks for it again—mothers recommend it to their daughters.

Shirriff's

True Vanilla

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. Our process brings out the exquisite flavor and bouquet.

It is good business to handle Shirriff's. It is a line that everybody asks for, and it gives a good profit. If you are not already able to supply your customers, write us for full information.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

Keeping In Your Public's Eye and Mind

is half the battle; the other half is in carrying a message that it will listen to and heed.

The message starts 'way back in the shop—in a deserving product and good business methods—and this is the first, most important equipment of the fight for business.

The other half, without which any decisive victory is well-nigh impossible, is made comparatively simple by the fact that your particular public has been so sorted out and classified that you know exactly where to find it.

Your public, the few thousands who are of direct business value to you, are selected automatically from the millions who have no possible interest in your product, and, so far as your purposes are concerned, are brought together at regular intervals for deliberate and serious consideration of their business problems.

They are told, by those whose opinions they respect, how to do things better, quicker or cheaper. They are told how others in their line have profited by the adoption of new methods. They are given information of vital value—information for which they gladly pay; and then the opportunity is open to you—while the whole matter is fresh in their minds—to tell them just how your product fits into the plans presented.

There are few paid subscribers to any trade or technical publication who are not actual or potential buyers—few whose purchasing power or influence can be safely ignored, and few even of the few who "don't read advertisements" who are not influenced by them.

The subordinate of to-day is the department head of to-morrow, and the work of educating him is done while the work of convincing to-day's buyer is going on, for both are readers of a trade or technical paper.

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Lower Prices for Lobster

1915 PACK

To arrive during May, June and July.

The quality of the brands we stock is above reproach. This, with exceptionally low prices, will make lobster a hummer this season.

Ask our travelers for sample and quotations, or communicate direct with us.

FRENCH PEAS

Owing to the war the supply of Belgium and French Peas will be very limited; in fact, there may not be any packed at all. The demand for Canadian Peas will, therefore, be very heavy.

"VICTORIA" Brand PEAS

are Canada's finest grade. Well-packed tins and very attractively labelled.

As prices will likely go higher—why not stock now?

VICTORIA SALMON

1—A red sockeye of the finest quality.

2—Labelled very attractively in White and Gold.

3—Retails at a popular price (25 cts.).

4—Allows the Grocer a liberal profit.

5—Every initial sale makes a bonafide customer.

6—Our absolute guarantee with each tin.

Rock-bottom prices. Courteous Service. Prompt Delivery.

Laporte, Martin, Limitée

568 St. Paul St., Montreal

Telephone Main 3766

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

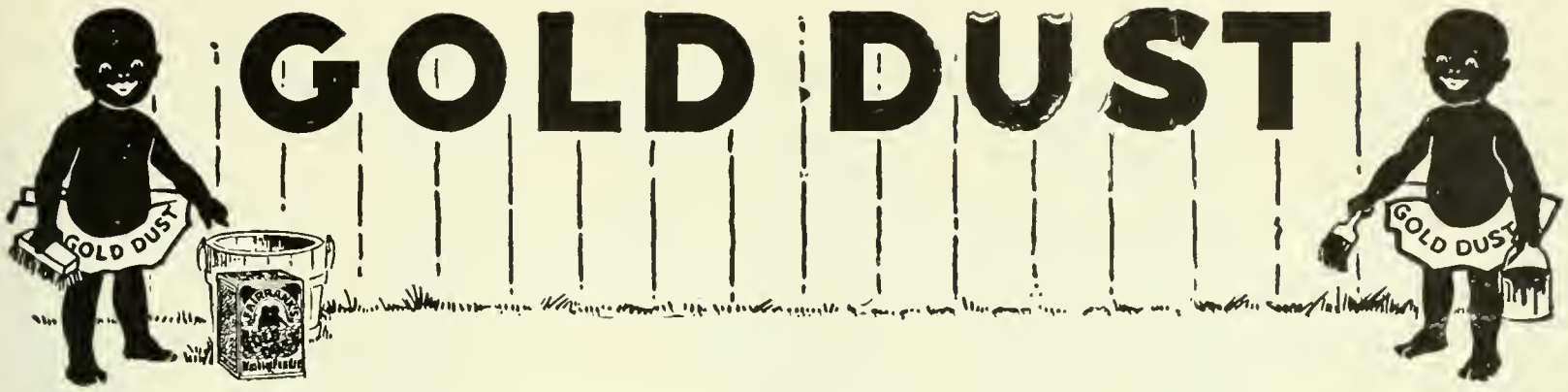
This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver



We are always advertising GOLD DUST.

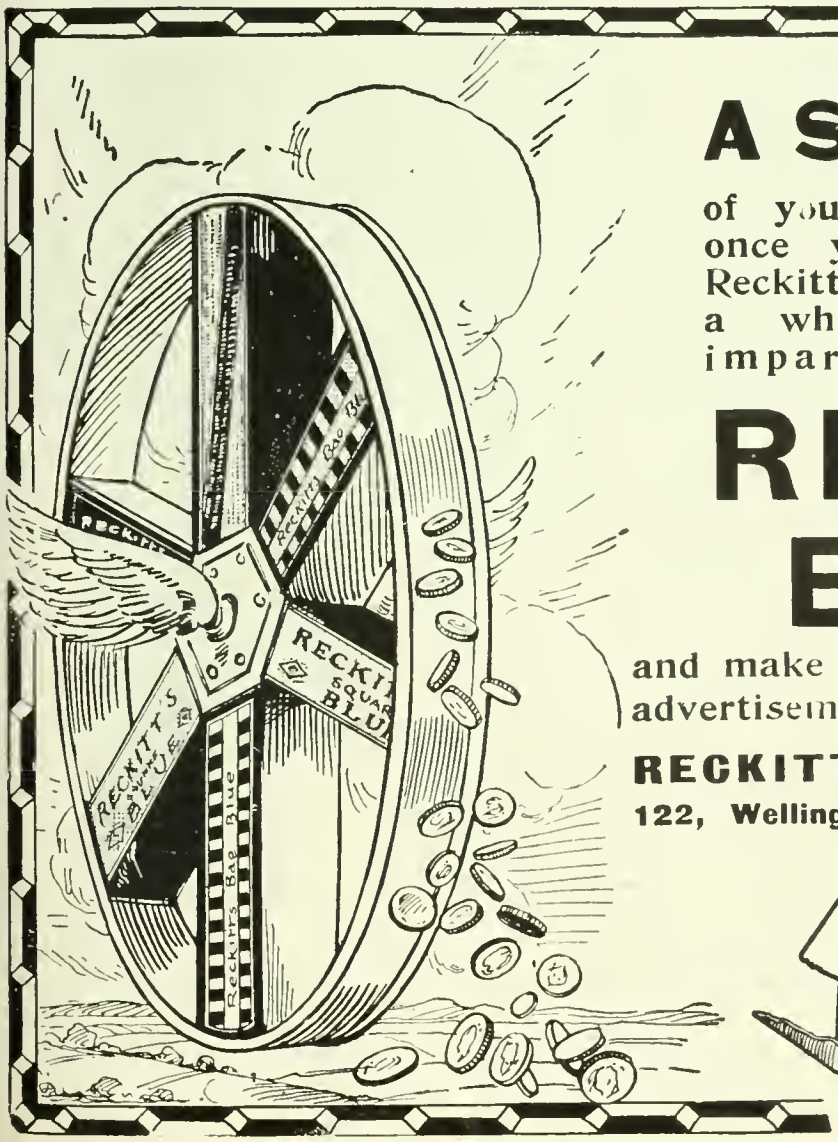
Women are always buying GOLD DUST.

Grocers are always selling GOLD DUST.

Don't fail to keep GOLD DUST well displayed at all times.

Its wonderful cleansing powers, plus steady advertising, make it a "seller-at-sight."

THE N.K. FAIRBANK COMPANY
LIMITED



A Spoke in the Wheel

of your fortune is RECKITT'S BLUE, once your customers know how well Reckitt's does the work, and what a wholesome, snowy cleanliness it imparts to their linen. Stock

RECKITT'S BLUE

and make your customers a better advertisement for your business.

RECKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.

POSTER A NEW WAY STAMPS

TO PROMOTE RETAIL PROFITS

If you sell FIVE ROSES flour, we have worked out a new plan to give you FREE publicity, one that costs you not a single cent and very little trouble. Perhaps you remember the postal card craze. Maybe you have known the fever of the postage stamp collector? Then you do realize the fascination of the Poster Stamp. Think of the new advertising opportunity it offers, if YOU grasp it first in your district. It costs you nothing to profit by this plan; it is part of FIVE ROSES service. Write to-day for full particulars. Fill out the coupon, using the white margin. We can accommodate only a limited number of dealers eager to stimulate FIVE ROSES flour sales.

Send in your name to-day
Name .....
Town .....
Prov. .....

ADDRESS YOUR ENVELOPE . . . **LAKE OF THE WOODS MILLING CO., LIMITED,** P. S. DEPT. MONTREAL

CEREAL PRODUCTS ISSUE

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX PUBLICATION OFFICE: TORONTO, MARCH 19, 1915 No. 12

Window of Peebles, Hobson & Co., Hamilton, Ontario, which won the first prize in Canadian Grocer's Easter Window Display Contest last year on selling points.

Are your goods in this window or under the counter?

THE retailer can get behind your lines and swell your sales, displaying your goods in his windows, etc., or he can let them gather dust, forgotten under his counter. He displays and pushes the goods he is interested in and has confidence in. Canadian Grocer is the show window through which you can interest the live, progressive grocers of Canada.

If there are reasons for the retail trade displaying and pushing the sale of your goods, tell them so. They want to know. The effective and economical way of reaching them is through Canadian Grocer, the paper they read.

Thistle Brand Fish

is the Response to Tasty Meals and Economy

The grocer who pushes fish that wins the admiration of his customers, proclaims far more than mere good judgment. He shows sound business insight, which considers not only the present needs of his customers but the value of shaping their future habit of buying the same brand — ALWAYS.

So well have Thistle Brand Fish met the call for tasty meals and economy that the housewife's appreciation of this satisfying brand is felt in heavy sales the year through.

Caught in the most famous fishing beds in the world, only the choicest of the world's best fish are selected for Thistle Brand. Cured and boxed a few hours after coming from the sea, Thistle Brand Fish reach the table fresh, firm and appetizing.

The Lenten season brings one of the rarest opportunities to lay the foundation for year 'round fish sales with Thistle Brand Haddies and Flaked Fish. Replenish your stock and map out some attractive window displays *to-day*.

A. P. TIPPET & CO.

AGENTS -:- MONTREAL

In Handy
Original Packages

Purity *and* Uniformity

characterize every step in the production of Lantic Sugar—right from the selection of the cane on the plantations to the special processes used in the new, big Atlantic Refineries. Get "LANTIC" from your wholesaler—the Sugar of Quality. Phone or write him at once.

ATLANTIC SUGAR REFINERIES
LIMITED

Montreal, Que. **St. John, N.B.**

Price
$27 Net

FISH DISPLAY CASE

will keep your fish stock cold as an Arctic wave

and in first-class condition, making it possible to handle fresh fish in the hottest weather and keep it displayed prominently. Fish is a good-paying, popular line—cheaper than meat.

Start to handle fish now by ordering the Arctic fish case.

Send us your order to-day and ask for refrigerator catalogue.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's **"right."**

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

—and Now for a Nice Pudding

"Madam, here is something really delicious, and economical too, to fill in the gap between the 'New preserves' and the 'New fruit' seasons." Show us the live grocer who cannot pass out dozens of packages of

McLAREN'S INVINCIBLE PUDDING

every week from now until the new fruits come in. We would like to tell him something.

Invincible Puddings require no eggs, and can be made instantly.

Mail Your Order To-Day.

McLARENS LIMITED

HAMILTON and WINNIPEG

Quality Ever

Whether in the individual glass jar or in the 5-lb. pail, the E.D.S. Quality is always the same — delicious sun-ripened fruit, picked carefully and preserved the same day with pure cane sugar and fresh mountain spring water.

Not an iota of preservative or filler of any kind is used—nothing but Nature's own products– Canada's finest fruit and sugar.

There's hardly a home in the Dominion but can use and would use

A Pail of E. D. S. Jam

right now if its economy was compared with other desserts now used to take the place of the vacancies in the fruit cellar.

Write for quotations on E.D.S. jams in pails—show your E.D.S. stock in your window and counter displays. Link up the Made-in-Canada and the Quality idea by pushing and selling E D.S. Jams and Jellies.

Made only by

E. D. SMITH & SON LIMITED

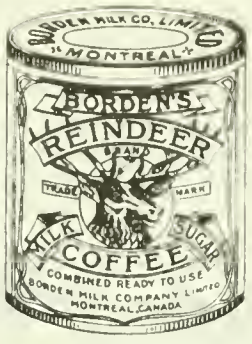
WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

Stands for Purity and Quality

E D S

Stands for Made-in-Canada



Folk who entertain

are usually good judges of coffee or cocoa. And so, wherever friends gather together who enjoy good things, there you'll find

Reindeer Brand Coffee or Cocoa

Reindeer Coffee and Cocoa add zest and friendliness to any repast, without taxing the hostess with unnecessary work. Made in an instant—ready to serve. A blessing to every housewife.

Most housewives know Reindeer Brand and its conveniences and enjoyment. Just jog up their memory with a striking display.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office:
No. 2 Arcade Bldg.
Vancouver, B.C.

The Natural Demand

created by advertising based on the positive purity and goodness of the food and a fair selling policy will pay the grocer better in the long run than free deals or premiums of any kind.

Shredded Wheat

is a steady seller all the year 'round because it is the best advertised breakfast cereal on the market and because the shredding process is now recognized as the best process ever discovered for making the whole wheat grain digestible. It is ready-cooked and ready-to-serve. Always the same high quality and the same price.

MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ontario

(75-L)

WINDSOR SALT

You want to sell what your customers want to buy.

You know that practically every one of your good customers wants Windsor Salt—which is a good reason for your handling it, isn't it?

MADE IN CANADA

All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

There's Soups—and SOUPS—

but no soup just quite like Mother used to give us—chuck full of good vegetables and rice and barley—and my! but that flavor was truly Mother's, too.

Simcoe Brand Summer Vegetables in no way rivals Mother's reputation, but it DOES help her give the home folks these good things more often. It brings her all the vegetables she needs—Turnips, Carrots, Onions, Peas, Cabbage, Celery, already chopped fine and with Barley, Rice and Peas added. No more troublesome preparations. Now she just adds a tin of "Simcoe" Summer Vegetables to the boiling meat and proclaims it even better than her own.

Think of the broad field for heavy sales there lies right in your own locality! Write, phone or wire for your supply *to-day*.

Dominion Canners Limited

Hamilton, Ontario

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

REVISED SELLING PRICES

GREENBANK'S SPECIALTIES

United Alkali Co., Limited, Liverpool, Eng.

STRONGEST AND PUREST

Solid Lye -	1 lb. Tins, 4 doz. per case - - -	$3.00 case

"RED HEART" Powdered Lye, 98% Pure

12 oz. tins, 4 doz. per case - - -	3.60 "
8 " " 4 " " " - - -	3.00 "
10 lb. tins - - - - - -	1.00 tin

CHLORIDE OF LIME

PUREST AND STRONGEST

¼ lb. sealed tins, 4 doz. per case - - -	1.60 case
½ " " " 4 " " " - -	2.40 "
1 " " " 4 " " " - -	4.00 "
25 " drums, 4 per case - - -	1.15 drum

SPECIAL TRADE DISCOUNT TO WHOLESALE JOBBERS

TERMS:—Net 30 days

FREIGHT paid on 5 cases or more

ONTARIO: East of North Bay

QUEBEC: Levis and East

Exception made for 25 lb. and 10 lb. tins

TO OTHER POINTS: 25c. per 100 lbs. allowance

SOLD BY WHOLESALE GROCERS, DRUGGISTS AND HARDWARE MERCHANTS

L. CHAPUT, FILS & CIE, LIMITÉE

DISTRIBUTORS

2, 4, 6, 8, 12 and 15 DeBresoles St. **MONTREAL**

McLEOD'S FLOUR MAKES THE BEST OF BREAD

McLEODS·FLOUR·IS·ALWAYS·RIGHT

¶ McLeod's FLOUR is the highest grade blended flour you can buy---Milled from the finest of Ontario winter wheat and Manitoba spring wheat---for bread and pastry-baking it is unexcelled.

¶ McLeod's FLOUR requires less shortening for pastry and less water in bread baking---the result being in lower cost in the making of pastry, and less evaporation in the bread.

¶ McLeod's FLOUR is the product of a perfected milling science and miller-man skill---the acme of uniformity in high quality---the flour that never disappoints because McLEOD'S FLOUR IS ALWAYS RIGHT.

The above, part of our consumer advertising campaign, embodies selling argument for McLeod's Flour that no grocer should overlook in selecting a flour for his best trade.

WRITE FOR PRICES TO-DAY.

McLeod Milling Co. Limited

STRATFORD ∴ ONTARIO

It sells like Lightning

Yes—'CAMP' sells just as you'd expect the best Coffee Essence in the world would sell!

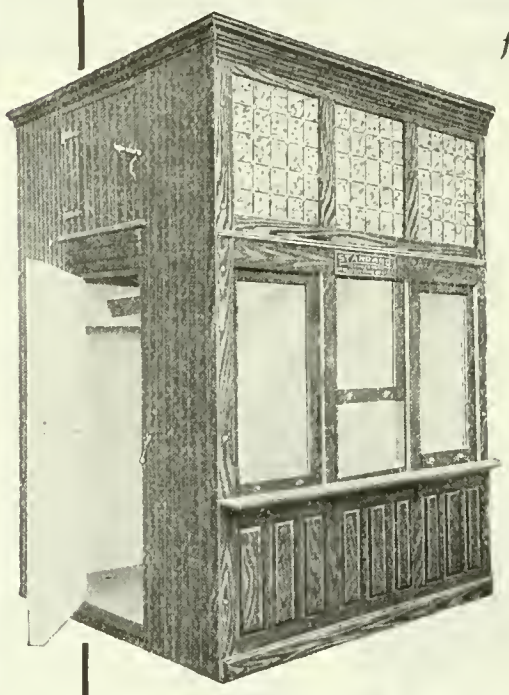
The Quality of the Coffee, combined with the convincing advertisements continually appearing in the press and on the hoardings on its behalf, results in 'Camp' being half sold before you get it.

R. Paterson & Sons, Coffee Specialists, Glasgow

'CAMP' COFFEE

Freeman's Improved Standard

Cold Dry Air **Refrigerator**



for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED

Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited

Hamilton Ontario

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake, Manitoba

Better Tobaccos Bring Better Sales

That's obvious, isn't it? And yet price is sometimes an important consideration. The Rock City Lines not only bring to your customers better tobaccos, but at a price that meets with everyone's satisfaction, and is a big producer of better sales. Here are three of the most popular lines:

"Master "King George" "Rose
Mason" Navy" Quesnel"
SMOKING CHEWING PLUG SMOKING

Stock up to-day.

Rock City Tobacco Co.

LIMITED

QUEBEC and WINNIPEG

There are two kinds of Grocers

Those who sell

GIPSY

Stove Gloss

Those who do not.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Doukin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"

SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED

VANCOUVER, B.C.

Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers LIMITED

MONTREAL

CENTURY SALT

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT Co LIMITED

SARNIA, ONT.

You Still Have Plenty of Time to Boost Your Spring Business

The housecleaning season has barely started, so you still have lots of time to put in stock a line that will sell rapidly and will greatly increase your profits.

O-Cedar Polish

(Made in Canada)

is already in great demand by the women folks, due to our big coast to coast advertising campaign in the magazines and weeklies and billboards. And—it is growing steadily and rapidly. You will most certainly be asked for O-Cedar. Why turn down sales that mean money?

WRITE YOUR JOBBER TO-DAY.

Channell Chemical Co., Limited

369 Sorauren Ave. - TORONTO

Miss O-Cedar and Her Mop

TYPICAL COMPANY ELEVATOR

PURITY FLOUR

More Bread and Better Bread

PURITY FLOUR Talk No. 6

To the Proprietor and his Assistants

A Milling Standard

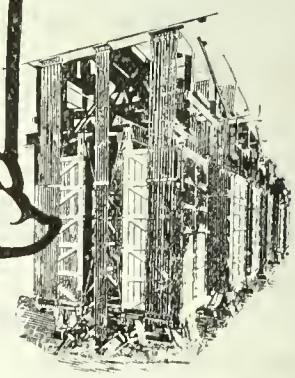
The advantages of a high milling standard are shared by consumer and retailer. The consumer is certain of a uniform flour. The retailer KNOWS that every sack of PURITY is the same as far as it is humanly possible to make it so. This certainty, this knowledge make PURITY FLOUR an EASY SELLER.

PURITY FLOUR is milled to a rigid standard and NOT TO A PRICE. There are no grades of PURITY FLOUR. PURITY FLOUR is PURITY FLOUR, whether you buy it in Winnipeg, Vancouver, or Halifax. The maintenance of a milling standard means a uniform product. Housewives throughout the Domiuion appreciate this uniformity. Why not stock PURITY, the flour guaranteed to satisfy?

Main Offices: Winnipeg, Toronto, Victoria

8

THE SIFTERS



WESTERN CANADA FLOUR MILLS CO., LTD.

MILLERS TO THE PEOPLE

CLARK'S

TOMATO Clark's KETCHUP

MADE IN CANADA

We take it for granted, Mr. Grocer, that you want your business to be a good business and a steady business. In this particular line there is one sure way to attain your object and that is by pushing

CLARK'S

Tomato Ketchup

See the absolute guarantee of purity and quality on every label.

Get prices from your jobber or send us a post card.

THEN—DISPLAY THE GOODS.

W. CLARK, LIMITED, - MONTREAL

Tartan BRAND
THE SIGN OF PURITY

FISH FOR LENT

Our Special Sea Trout, also complete assortment of Dry and Pickled Fish. See our travellers for prices, or mail, telegraph or 'phone at our expense.

3597, 3596, 3595, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

YOU should buy an ELGIN NATIONAL because

No. 40.

It will STEEL-CUT Coffee faster than any other mill of corresponding size.

It can be regulated while running to grind the coffee to suit each patron's taste.

It costs you less, grinds fastest, runs easiest, best finished, made strongest—lasts longest, and because thirty years' actual usage has made it the most popular mill in Canada.

No. 35

WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.

BLACK JACK

QUICK
CLEAN
HANDY

¼-lb. tins—
3 doz. in case

TRY IT

SOLD BY ALL JOBBERS

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

This is a fine Table Cane Syrup

in an attractive 2-lb. tin.

A good seller. Have you tried it?

SYMINGTON'S

(Regd. Trade Mark.

COFFEE ESSENCE

The housewives back up Symington's—they buy it regularly. They enjoy its convenience, deliciousness and economy—a cup can be prepared in a moment by the simple addition of boiling water.
Symington's quickly enhance profits. You should handle this quality line. All wholesalers can supply you.

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOMAS SYMINGTON & CO., Edinburgh and London

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

This year—cut out the awful waste of leaking jars

What dealer—even your best—will tolerate long the inconvenience and loss you put him to when he gets a leaking shipment?

A single jar may spoil the sale of a whole case of goods. And yet every dealer knows a leaking jar is quite unnecessary since Anchor Caps bring Definite Security.

Anchor Caps turn loss and disappointment into enthusiastic co-operation. Dealers find goods are much easier to sell when sealed with Anchor Caps. Whatever goods you are packing; whatever style of package you use, Anchor Caps can easily be made to suit your particular requirements.

Don't make preparations for packing your summer lines without first investigating the security and prestige-building power of Anchor Caps. We will gladly demonstrate them for you in your own factory. Write us to-day.

Anchor Cap & Closure Corporation of Canada
LIMITED

Sudbury St. West, Foot of Dovercourt Road **TORONTO, CANADA**

Wherever thorough cleanliness is desired there you'll find Wonderful Soap strongly in favor. For housewives know how to appreciate its real worth, either for toilet, laundry, bath or scrubbing. "Wonderful" sales are steady sales. Stock up now.

Guelph Soap Co.
Guelph, Ont.

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

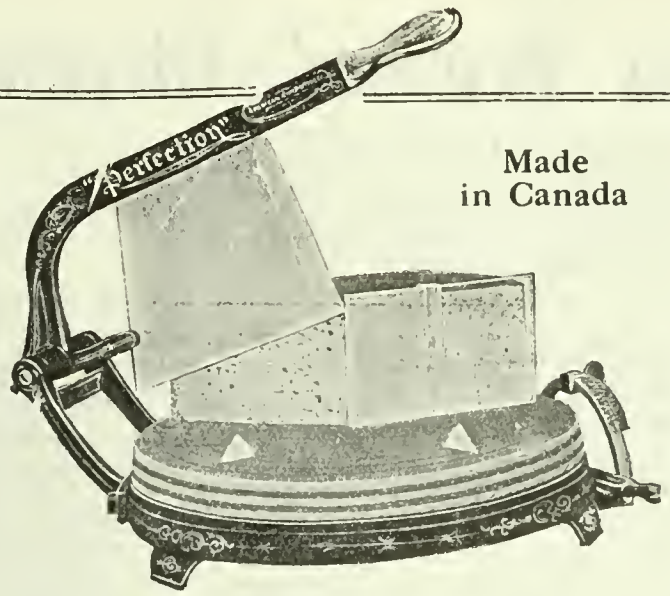
Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

Say You Saw It
in
Canadian Grocer



Made in Canada

No delicate parts to Perfection Cheese Cutter

When a woman asks for 10c worth of cheese, she does not want more or less. Give her what she wants and you will hold her trade.

Use the Perfection Cheese Cutter and every wish is gratified with little or no effort.

The Perfection is well built, simple, neat and the Board will not warp. **Order from nearest jobber, agent or direct.**

AMERICAN COMPUTING CO. OF CANADA
HAMILTON, ONT.

There is Always a Demand

for good furniture and floor polish. These are staple articles. Just now the housewife recognizes

IOCO LIQUID GLOSS

as the most satisfactory.

IOCO sells because it does more than merely polish furniture and floors. It lays the dust and keeps the varnish from cracking. It is also used extensively on motorcars.

Use our advertising to increase your sales. For prices, write

THE IMPERIAL OIL COMPANY, LIMITED

TORONTO ST. JOHN WINNIPEG SASKATOON
MONTREAL HALIFAX REGINA CALGARY
EDMONTON VANCOUVER

Made in Canada

EXCELSIOR COFFEE

Excels Everything

in flavor
in quality
in satisfaction
in profits
in sales

The same uniform, good quality always prevails.

For a sound custom-builder and profit-earner you certainly need

EXCELSIOR

All mail orders attended to promptly.

Todhunter, Mitchell & Company, Toronto

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859

GEO. STANWAY & CO.
TORONTO

Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian products. Pritchard Rice Milling Co., Texan Rices. Alexander Molasses Co., New Orleans Molasses.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sundried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers, - TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer—Foodstuffs—Exporter
I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG. - MAN.

A want ad. in this paper will bring replies from all parts of Canada.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

THE STRONG DEFENCE

MR. MERCHANT: You must certainly realize that the future of your Tea and Coffee department depends entirely on the quality of the Tea and Coffee you give your customers NOW. The lines you are to-day selling are going to be either WEAK or STRONG defenders of your future trade. MINTO BROS.' products have proven themselves to be strong "*defenders.*"

MELAGAMA

Tea and Coffee

"have proven their mettle" by giving every satisfaction. To those who appreciate Bulk, our BULK lines will get you more business, better business, and will ever hold your trade. Our samples and quotations will interest you.

MINTO BROS., Limited, TORONTO

Six Years in Achieving

"OUR SEAL" BLEND

—the young smoker's delight

Six years of experimenting resulted in the new Tuckett blend of tobacco—"Our Seal"—which now has a year or so of wonderful success behind it.

Old and new smokers invariably dub it the "Prince of Tobacco blends" because of its harmoniously fragrant and smooth smoking quality—its rich mellow flavor.

The sale is now big and growing—**Order from your wholesaler.**

TUCKETT LIMITED

HAMILTON **CANADA**

Have You Given Proper Attention to

Hawaiian Pineapple

and the attention which will make it a LEADER above all Preserved Fruits?

There is no finer fruit packed—it has become a buy-word in most households.

Prices at which last year's pack of **Hawaiian Pineapple** was sold by packers will place it within the reach of all classes of consumers.

Greater profit is made on volume at reasonable prices than on small sales at high prices.

Take advantage of the opportunity offered by **Hawaiian Pineapple** to increase the volume of your business.

If you are not getting your share of the business in **Hawaiian Pineapple** it is probably because either your selling price is too high or you are not displaying the goods sufficiently.

Hawaiian Pineapple Publicity Dept.
9 East 40th Street : : New York, N.Y.

A Counter Display of "Queen Quality" Pickles will Increase Business

When a window is not available show a natty display of "Queen Quality" goods—

Queen Quality Pickles.

Queen Quality Catsup.

Sweet, Mixed and Chow Bulk Pickles in pails.

English Chow Chow, in pails.

Pure Tomato Catsup, bottled or in bulk.

Worcester Sauce, bottled or in bulk.

Queen Quality Universal Sauce.

Put up in 10 and 20 ounce bottles. Display "Queen Quality" goods and turn their attractive appearance into immediate and future business.

Write for quotations.

Taylor & Pringle Co., Owen Sound, Ont.

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

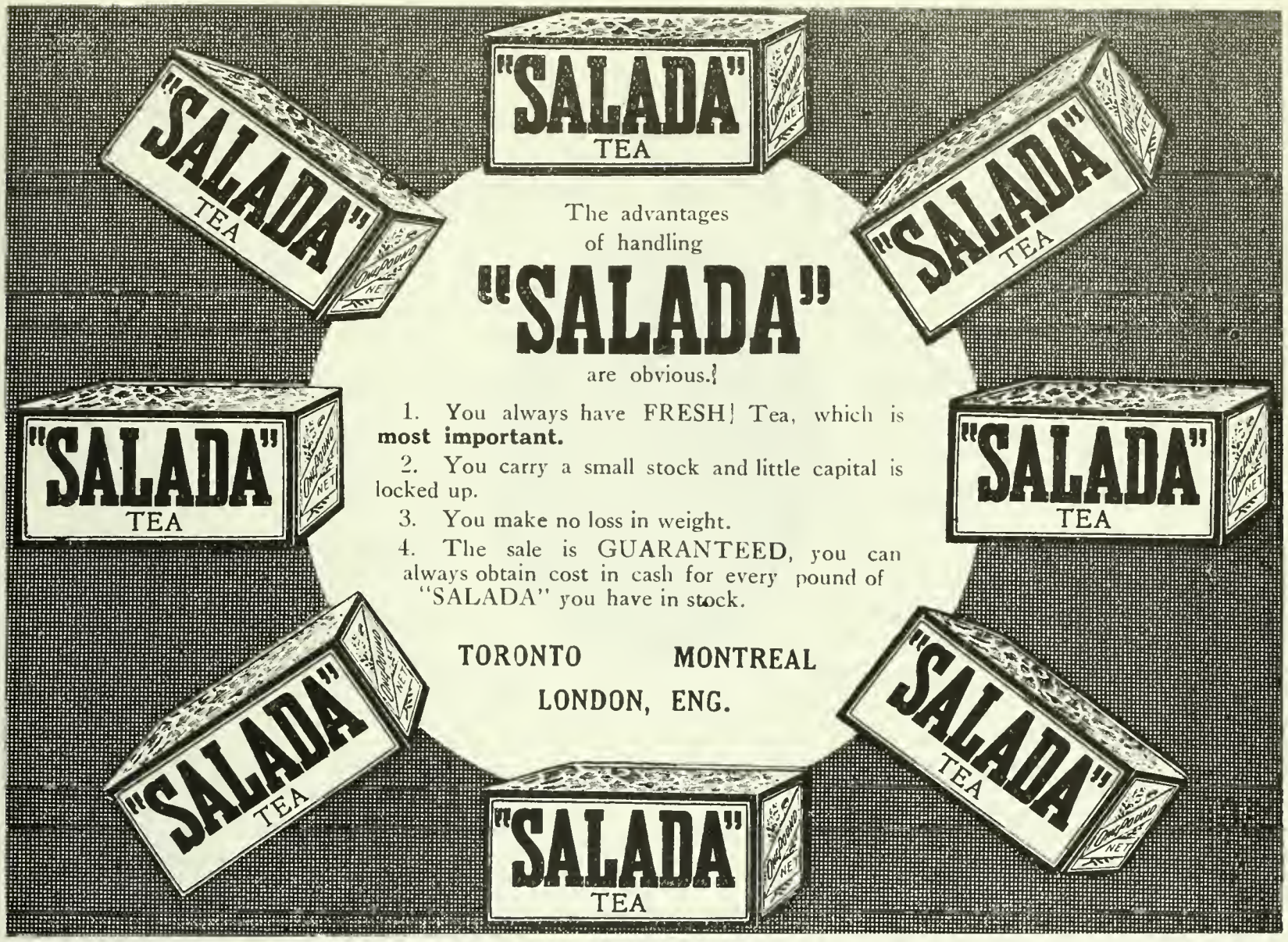
is selling so well

A big cent's worth of delicious quality Flexible Licorice

Order from your Wholesaler

Everything in Licorice for Grocer, Druggist and Confectioner

National Licorice Company
MONTREAL


"SALADA" TEA
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"SALADA" TEA
"SALADA" TEA
The advantages of handling
"SALADA"
are obvious.
1. You always have FRESH Tea, which is most important.
2. You carry a small stock and little capital is locked up.
3. You make no loss in weight.
4. The sale is GUARANTEED, you can always obtain cost in cash for every pound of "SALADA" you have in stock.
TORONTO MONTREAL
LONDON, ENG.

PORK AND BEANS

2's Tall—cases 24—85c per dozen.

(This is extra good value at this price. Nothing as cheap on the market.)

Sultana Raisins

A limited quantity only of choice Turkey Sultanas in 16 oz. Packages, at 12c per Pkg.

and a few Boxes—

Turkish Extra Sultanas at 8½c lb.

Write, wire or 'phone at our expense, Adel. 867, 1057, 941.

Warren Bros. & Co., Limited
Queen and Portland Sts.
TORONTO

Delays Are Dangerous

If warm weather comes early, are you ready for it?

Eureka Refrigerators are superior to anything else made, and are used by all the leading Butchers and Grocers in all parts of the Dominion.

You take no chance when you buy one.

Every Eureka is fully guaranteed.

Perishable goods are kept in the best possible condition, perfectly dry and wholesome.

A Eureka will pay for itself in a short time.

Write for Catalogue, or call at Showroom.

Eureka Refrigerator Company Limited
31 Brock Ave. TORONTO

Children Thrive Best on Robinson's "Patent" Barley

And mothers know this too. Maternal pride demands the best, demands the most nourishing and healthful, de-

mands Robinson's "Patent" Barley. A first order will enable you to see just what this demand really is in your locality.

ORDER FROM YOUR WHOLESALER TO-DAY.

Agents for Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO

An Egg Carrier that is built to protect eggs and your profits

How do your customers receive their eggs—sound, cracked or broken?

If they are *sound,* both you and your customers are pleased.

If *cracked* you may never hear of it, but your customers are dissatisfied.

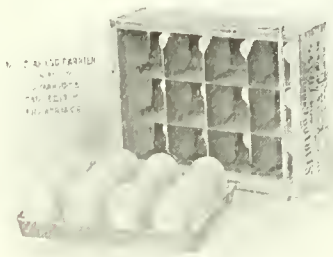
If *broken* you are the loser.

In fact, *unless you deliver sound eggs you are always the loser.*

The Star System for Safe Egg Handling will help keep your customers satisfied by delivering eggs in perfect condition, while your store message or telephone number left with each dozen identifies you with the good store service received.

A sufficient quantity of Star Egg Carriers saves much valuable time, and if you install a Star System for each wagon you run, the time saved alone will more than pay for the entire cost, while the saving in breakage, lost customers and good will, means pure profit for you.

Order A STAR SYSTEM For Each Vehicle You Run.



Four Dozen Star Egg Carriers

5,000 Star Egg Trays Printed With Your Advertisement.

One Package Divisions to Keep Your Star Egg Carriers Always New.

Try "Kellogg's Special Coffee"
The Kind You Will Like
Kellogg Grocery Co.
"The Sanitary Store"
Special Attention Given to Phone Orders

IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL

STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street Rochester, N.Y., U.S.A.

CANADIAN GROCER

VOL. XXIX TORONTO, MARCH 19, 1915 No. 12

The Flour and Cereal Industry

One of Canada's Greatest—Facts and Figures Illustrating Its Importance to the People of This Country—Five Barrels of Flour Per Capita Produced—The 1914 Field Crops Yielded More Than $600,000,000.

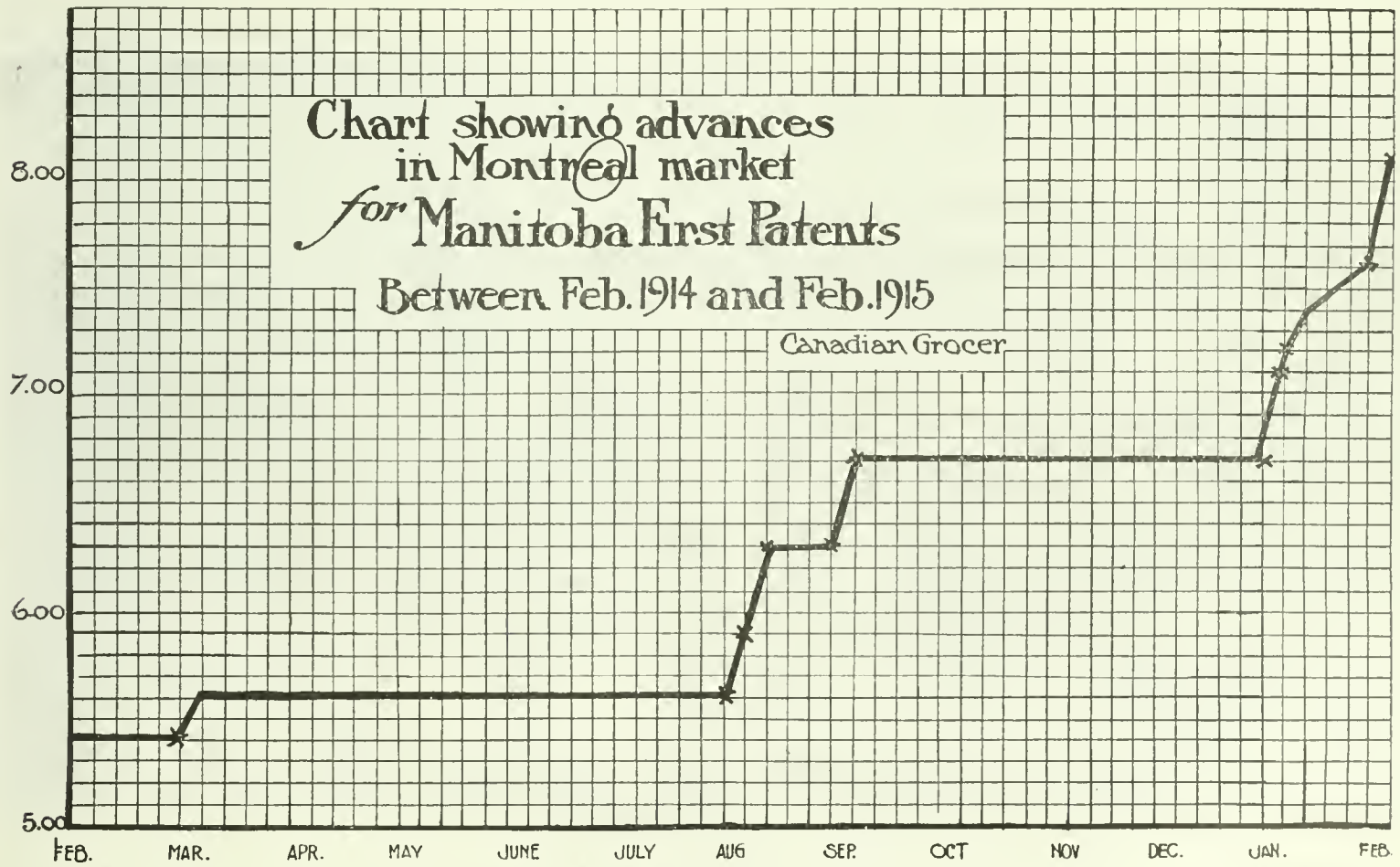
IF Canada made flour for herself only the flour industry would be very small indeed compared with what it is. For every man, woman and child in this country there are manufactured close upon five barrels of flour every year. To be more precise, we mill approximately 30,000,000 barrels every year. More than half of these are produced in Ontario, about 13 per cent. in Quebec, 15 per cent. in Manitoba, 6 per cent. each in Saskatchewan and Alberta, and the remainder divided between the other four provinces.

If the barrels of flour manufactured in Canada in one year were placed end to end along the railway tracks between Montreal and Toronto, there would be over forty rows, each over three hundred miles long. Or, if placed end to end across Canada, from Halifax to Vancouver, there would be nearly four lines of barrels stretching across the Dominion.

The barrels of flour made in Canada extend a distance of nearly thirteen thousand miles when placed end to end. To draw another comparison. If these barrels were formed in a line between Halifax and Liverpool, there would be an Atlantic bridge ten feet wide, sufficient to allow a Canadian army to cross to Europe four abreast.

Draws on Other Industries.

The importance of this industry to Canada—like that of the canned foods—is small when compared with all the other industries which go to make the flour milling industry possible. First and foremost, the manufacture of flour provides work for thousands of farmers, who provide the wheat. It is impossible to give the number of hands employed in the production of wheat, but it is sufficient to state that the wheat produced in Canada last year amounted to close



Flour changes of a year—the price per barrel to the retailer is given on the left margin, each horizontal line represents a difference of 10 cents. In 1914 flour was $5.40 per barrel, whereas to-day it is $8.10.

on 160,000,000 bushels, which, according to the value of wheat to-day at lake ports would be worth about $250,000,000.

Thus, it can be seen that the flour milling industry is of vital importance to Canada. Of course, only a portion of the wheat grown in Canada is milled here. The value of flour and other wheat products produced approximates over $80,000,000.

The milling industry, however, is growing in this country faster than the production of wheat. In fact, there was a falling off in the production of wheat in 1914. The crop last year, because of bad weather, was 73,000,000 bushels below that of the previous year. On the other hand, the number of flour mills has shown a steady increase during the last few years, and the yearly production of flour has jumped about 500,000 barrels per annum in the last five years.

The Making of the Barrels.

Apart from the farm there are other industries which benefit by the manufacture of flour in this country. The barrels are an important factor. Think of the large number of coopers required to produce 30,000,000 barrels every year. This alone means millions of dollars, and as the wood required for their manufacture is produced in Canadian forests, the lumbering industry benefits, and scores of others supplying tools, nails, and machinery.

There are large factories in centres like Hamilton, Brantford and Toronto, employing thousands of hands in the manufacture of agricultural implements, which would be all lost if this great industry were suddenly eliminated. If such a calamity were possible, Canada would lose much of her importance as a producing country and as a nation.

There are over six hundred flour mills in Canada, every one of which requires expensive machinery, much of which is made in Canada. These mills are operated by power, either steam, water, or electric. If water power is used, special machinery is required in the shape of water wheels. If electricity or steam is used, steam, gas or oil engines are required, as well as electrical machinery. Steam requires coal for generation, and thus our coal mines are drawn upon. Apart from all these, Canadian railways reap a rich harvest, as well as Canadian-owned steamship lines operating between this country and European ports.

Capital of Forty-two Million.

We must not lose sight of the fact that thousands of people are employed by the flour mills themselves. The capital invested in flour mills is estimated at $42,905,689, while the amount paid annually to employees is $3,756,274.

Mention should also be made of the elevators scattered throughout the country. In Ontario alone these have a capacity of 43,850,400 bushels, and in Quebec a capacity of 3,900,000 bushels.

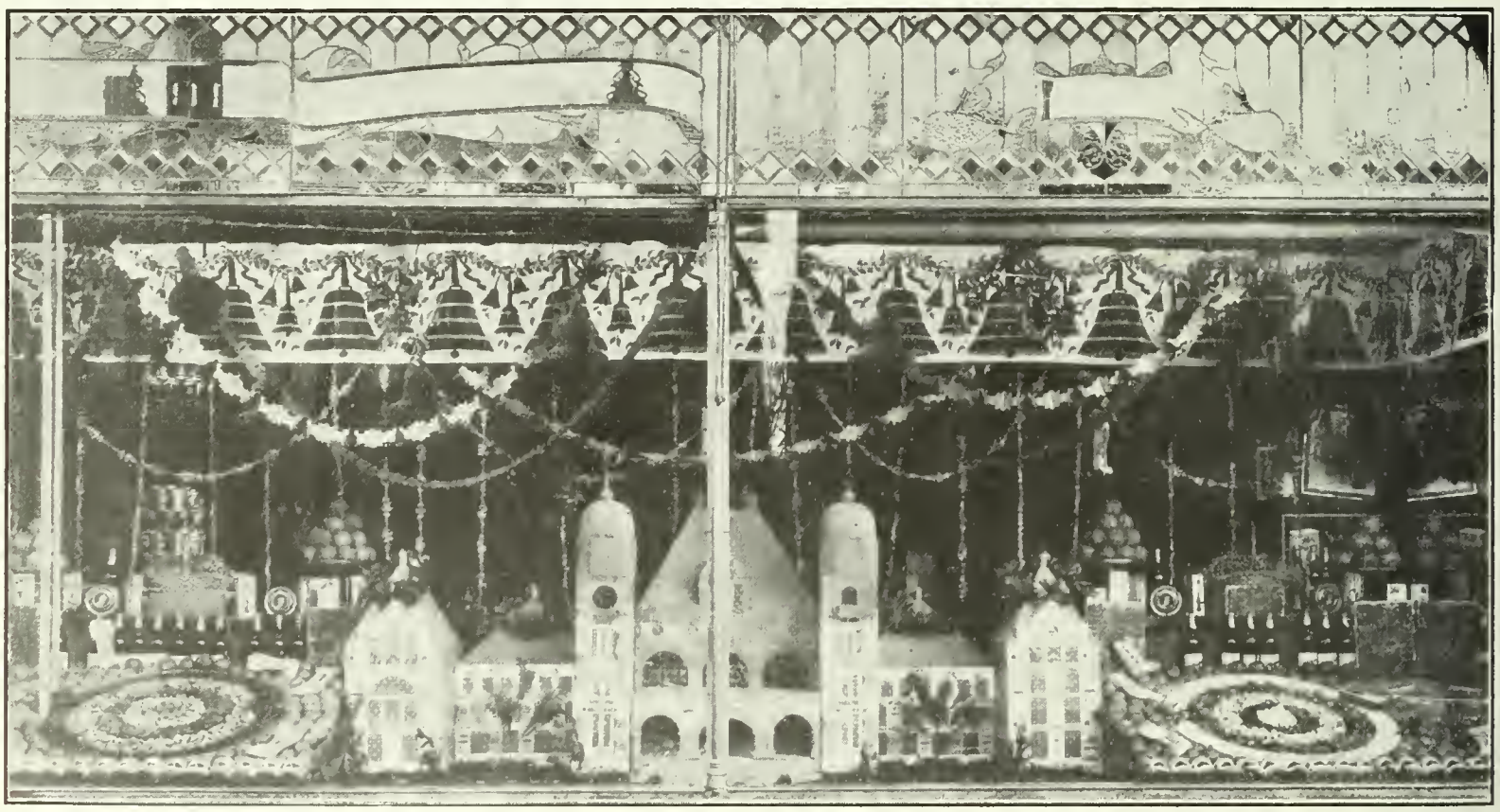
Oat Harvest Important.

While the oat milling industry does not compare with that of flour, yet from the point of view of the farmer it is more important, the oat crop last year being almost twice that of wheat. Then there are many other grains and grain products produced in this country in enormous quantities. The barley crop in 1914 was 34,491,000 bushels; rye, 2,258,000 bushels; peas, 3,537,100 bushels; beans, 823,400 bushels; buckwheat, 9,159,000 bushels; mixed grains, 16,458,000 bushels; flax, 7,533,000 bushels; and fodder corn, 3,251,500 bushels. The value of field crops last year, of which the above were the chief, was $600,847,932.

Considering the greatness of the flour and cereal industry and its importance to the people of Canada as a whole, the retail dealer should strongly endeavor to push the sales of the products of our grain crops. Being an essentially Canadian industry, the results are bound to give good results to the merchant not only from the standpoint of direct sales, but from the indirect benefits that are bound to accrue through the steadying of employment to other Canadians.

The minute some men get loose, they get tight.

Ramsay Bros. & Co., Limited, have acquired the chocolate plant of the Pacific Chocolate Company, Limited, of New Westminster, and will move it from New Westminster to Vancouver, and install it in their present building.



The central feature of this window is a reprodnction of the Ontario Parliament Buildings, made from a cereal product.

Attractive flour display shown recently by Walter Paul, Montreal, Que. Note the loaves of bread made from the flour shown.

Value of the Flour Demonstrated in Window Display

Montreal Dealer in Showing a Flour Window Also Displayed Loaves of Bread—Designed to Attract the Atttenion and to Become a Permanent Advertisement for the Store.

THIS WINDOW *gives a practical demonstration of what the flour shown in it will do. The display was recently presented to the public of Montreal by Walter Paul, a large retail dealer there, and as a permanent advertisement for the store, splendid results no doubt were achieved.*

Mr. Paul co-operated with a Montreal baker by getting from him and showing bread made from the flours on display. A glance will demonstrate how the trim was made. On either flank of the long window bags of flour were built up in pyramid fashion and climbing the sides of these were several loaves of bread. Connecting these two "towers" can be seen five "sentinel" sacks standing erect on the rear edge of the window flooring and on top of other sacks. On the floor with ends turned to the plate glass were two or three barrels of flour, piled on which were loaves of bread. Altogether there were some forty different kinds of bread on display.

This was a window designed principally to attract the attention of the passerby and to impress her with the fact that when she wanted good flour it could be secured at Walter Paul's.

As a permanent advertisement this display should produce good results.

Oats and Rolled Oats

The Growing of the Grain, Its Conveyance to The Mills, The Manufacture Into Cereal Products And All the Accompanying Work of Getting Finished Product into Consumption Constitutes Big Canadian Industry—Approximate Figures on Annual Production.

ANY number of Canadian Grocer which dealt more particularly with flour and cereals would be incomplete without some talk on oats and its products. One sometimes wonders why it is always "Flour and Cereals." Why shouldn't it be "Cereals and Flour?" It would not seem to be very generally known that for every bushel of wheat harvested in this country last year, there were two bushels of oats harvested. The oats crop in 1914 was practically twice what the wheat crop was. And while wheat is, of course, the first of all staples, inasmuch as it is bread in embryo, and means more to the miller, oats plays a mighty big part in the carrying on of the world's business. Ask the farmer. He'll agree!

The commercial fabric is the intertwining of four or five threads. From producer to consumer is five steps—sometimes only four. Your producer hands his raw product to the manufacturer. He in turn hands it, in different form, to the wholesaler, who—after making a living by handling it—passes it on to the retailer, who — deducting something for salesmanship and so forth—finally releases it to the consumer. Some[illegible] the wholesaler doesn't figure. Then there are only four threads instead of five.

Oats and the Commercial Fabric.

Let us see how this fabric idea applies to the oats produced annually in Canada. There is a daily production by the larger mills throughout Canada of seven thousand five hundred and fifty-five barrels of rolled oats and meal in varying forms. There is of course more grown than is milled. That 7,555 barrels is made up, so far as the province where it is milled is concerned, as follows:—

Alberta	600	bbls.	per day.
British Columbia	400	"	" "
Manitoba	900	"	" "
Nova Scotia	30	"	" "
Ontario	4,525	"	" "
Saskatchewan	1,100	"	" "

That is the daily output of the mills of Canada—roughly. Of course all those mills may not always be working, but if some are not it is probable—particularly at present—that those which are operating are turning out more than the figures which I have put down to them.

Well, the miller at present prices pays to the farmer, say at the rate of $3.50 per ninety-pound bag, and we can take two such bags to the barrel. That is, the miller pays to the farmer, say, $7 per barrel for oats. This is approximate; sometimes the miller pays more, sometimes less—rather more than less just now.

Sixteen Million Dollars a Year.

At seven dollars a barrel, the millers of this country pay to the farmers of this country $52,885 a day. Take three hundred working days to the year, that is a total of $15,865,500. Nearly sixteen million dollars the farmers of Canada get as selling price for their oats during one year. No wonder that the automobile salesman finds the farmer a good proposition. That's the first thread in the fabric. The first of the cycle of participants in the commercial organism is getting a living from oats.

Then the miller, when he sells to the wholesaler, gets a profit. Exactly what that is, is difficult to say. Same applies to the wholesaler. The millers are not giving trade secrets away. Nor are the wholesalers, but, as they are not in business, presumably, for their health, the supposition is that they sell at a little better than they bought to the retailer. And the retailer, in his turn, charges the customer, or he should charge enough to leave himself a little velvet, and the consumer gets out of the transaction, the commercial fabric, the cycle or what you like to call it,—the means of subsistence, food for his body, in order that his body being right, he shall be properly equipped to turn round and make money in some other way. From this single arithmetical exercise alone, with this one set of figures, it is easy to see that the rolled oats industry is a big factor in Canada. No wonder the millers are watching the papers for news of the Dardanelles!

The Spreading Employment Free.

Then figure the people who get employment from the weaving of this commercial fabric. The millers—and there are at least twenty-eight large companies throughout the country—have to employ men, and oats means employment to these men. Mills have to be equipped, operated and maintained. Machinery has to be made; so have fittings. And bags—there is a big item. Fifteen thousand bags (or their equivalent in barrels) are filled with oatmeal—in some shape or form—every day by these twenty-eight mills. Somebody is making money by manufacturing those bags. Fifteen thousand a day is four and a half millions a year.

Oats are thus responsible for part of the living of all the manufacturers who sell their manufactures to the mills. Ice isn't the only thing that is all that it's cracked up to be.

Then the railroads—they have a share. They move the oats in more forms than one across the country and they do not charge particularly lightly for so doing —so the farmers and the millers think. Sir Thomas Shaughnessy, Mr. Chamberlain and Sir William Mackenzie would find their coffers somewhat depleted—inso far as their freight departments are concerned—if Canada grew no oats and made no oatmeal.

The Retailer Can Help.

Then the Canadian-owned steamship lines don't carry the grain to England and Europe for nothing. And the money they make helps to employ people on the other side of the world. And so on—the importance of oats, o-a-t-s, is well illustrated by the ramifications one may get into when trying to demonstrate that importance. The retailer has oats to sell in many forms. The cereal which one of his customers finds on his or her plate for breakfast has come through many stages and has traveled, it may be, hundreds of miles. The retailer can help on the prosperity of the country (yes, dear reader, there is such a thing as "prosperity" still left) very materially by pushing the sales of his cereal products. He is doing himself good and doing good to the other threads in that commercial fabric as well. And a mighty good motto for these days is "Non sibi sed omnibus"—which, being interpreted is not for oneself, but for all.

WHAT HELPS MAKE TEA HIGHER.

In considering the price of tea on the London, England, market the retail trade must not overlook the fact that before the same tea reaches this country, it is bound to be very much higher. For instance when tea sells on the London auction at say, 10 or 11d. it must not be inferred that we in Canada can purchase it at those prices. They do not include buying charges, warehousing, shipping, freight and insurance charges, etc., which at the present time mean a particularly big item.

Capitalizing on Birthday Parties

How a Selling Staff Got Together on a Campaign to Boost Sales by Creating Demand for the Daintier Lines of Foods—Advantage Taken of Fact That Many Birthday Celebrations Come in March and April.

Written for Canadian Grocer by HENRY WILLIAMS.
Seventh of the Williams' Series.

NO one ever knew where the head salesman of Thos. Jepson got so much information about birthdays. Anyway one morning when he came to the store he told the staff that the following week would see a sales campaign on the daintier lines in view of the fact that during March and April there were always so many birthday celebrations.

"This will give us a splendid opportunity," remarked Haslam to the sales staff, "to introduce a number of high class lines in the luxury class or at least which were luxuries a few years back. For instance we should be selling more of the fancy biscuits, more gelatine, jelly powders, cocoa, olives, salad dressing, meats in glass, and the high class fruits in glass, etc. We shall connect up the selling campaign in the store with our newspaper advertising and windows" — in short the entire campaign was gone over carefully with the staff who went into the week well posted on the quality, character and selling points of the goods included in this new selling campaign.

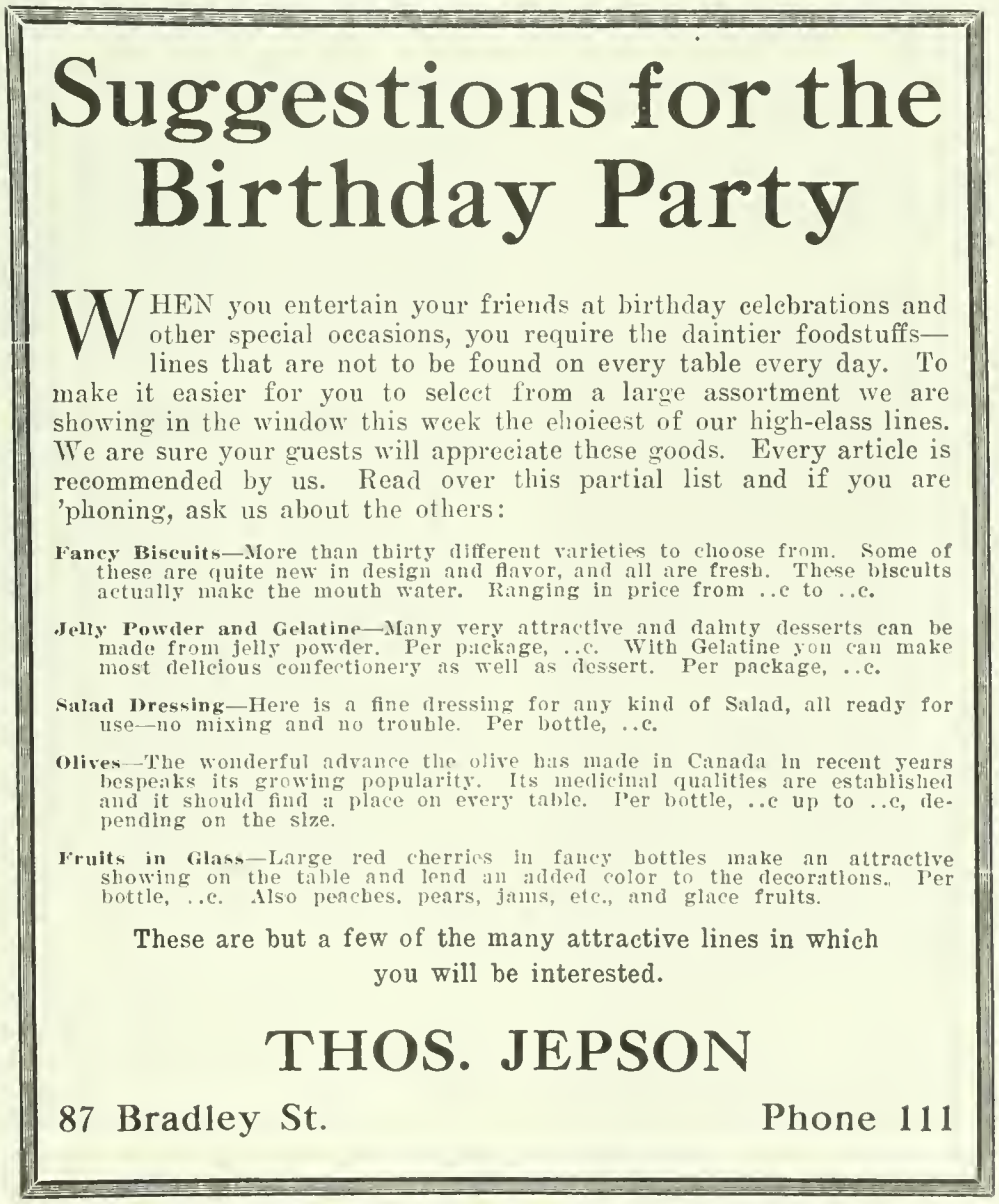
* * *

On the following Monday there was presented to the public a most appetizing window display. The central feature was a splendid showing of fancy biscuits in tins to the rear and on dainty plates covered with paper doilies were samples of them. There were also bottles of olives in pyramids with pieces of plate glass between the rows. These pyramids were shown, one on either side of the window. Then there were packages of jelly powder, gelatine and salad dressing, cocoa, tasty looking meats in glass, cherries in fancy bottles, and a score of other high-class lines which are more or less used for receptions, birthday parties, social functions in general. There were dates, figs, glace fruits, nuts, canned asparagus, etc. The main show card read "Suggestions for the Birthday Party," and there were two or three others describing some of the less known goods such as "Delicious Glace Fruits" and "Ready Made Salad Dressing."

The newspaper space was of course requisitioned for a "birthday" goods advertisement listing the majority of the dainfy lines mentioned above.

The entire sales staff had long since got into the swing of SELLING goods to the customer that were not specifically enquired for. Personal salesmanship was absolutely necessary in a campaign of this kind. It was new to the people of the town in which Jepson conducted his business. So personal selling over the counter and over the phone was strongly featured.

For instance: "Any birthday parties up your way, Mrs. ———?" a salesman would ask a customer after having received her regular order. And perhaps he would add—"Or social functions of any kind?" If the reply was in the affirmative he would point to the suggestions contained in the window display and on the counters; refer to the fact that the assortment was an extensive one and suggest that the customer in passing out have a look over the many lines shown. This little off-hand conversation was more to the point than one would at first think. It not only meant that many customers purchased goods for parties and social functions they had never used before, but it became a permanent investment — for the window and interior displays advertised goods to the people in general that many had never even heard of. The boys still have a story to tell of one woman investing in a glass jar of fancy cherries and a large bottle of olives who had always been considered as stingy as the party who would steal dead flies in front of a blind spider.


Suggestions for the Birthday Party
WHEN you entertain your friends at birthday celebrations and other special occasions, you require the daintier foodstuffs—lines that are not to be found on every table every day. To make it easier for you to select from a large assortment we are showing in the window this week the choicest of our high-class lines. We are sure your guests will appreciate these goods. Every article is recommended by us. Read over this partial list and if you are 'phoning, ask us about the others:
Fancy Biscuits—More than thirty different varieties to choose from. Some of these are quite new in design and flavor, and all are fresh. These biscuits actually make the mouth water. Ranging in price from ..c to ..c.
Jelly Powder and Gelatine—Many very attractive and dainty desserts can be made from jelly powder. Per package, ..c. With Gelatine you can make most delicious confectionery as well as dessert. Per package, ..c.
Salad Dressing—Here is a fine dressing for any kind of Salad, all ready for use—no mixing and no trouble. Per bottle, ..c.
Olives—The wonderful advance the olive has made in Canada in recent years bespeaks its growing popularity. Its medicinal qualities are established and it should find a place on every table. Per bottle, ..c up to ..c, depending on the size.
Fruits in Glass—Large red cherries in fancy bottles make an attractive showing on the table and lend an added color to the decorations. Per bottle, ..c. Also peaches, pears, jams, etc., and glace fruits.
These are but a few of the many attractive lines in which you will be interested.
THOS. JEPSON
87 Bradley St.
Phone 111

An ad. like this in the newspaper should attract considerable attention just now. Try it.

Fancy Biscuits Sold Well.

So the campaign went merrily on. All kinds of fancy biscuits were disposed of that week. This was the

(Con. on page 30.)

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

Subscription: Canada, $2.00; United States, $2.50.
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXIX. **TORONTO, MARCH 19, 1915** **No. 12**

RESOLUTIONS OF A LIVE WIRE.

Of course it pays to advertise—that is, if the advertising is judiciously done. During 1915 I intend to advertise in the local newspapers and I am determined that the copy shall be written to sell goods. My advertising will be made interesting and instructive but it will not be of the price-cutting sort, as I am no believer in price-cutting as a permanent business builder.—A.L.W.

Dead Beatism

WHILE selling goods is the most important work of the retail dealer, there are other departments which must not be neglected if the business is to be successful. The collection of accounts is a work that must be diligently pursued at all times for if the money isn't coming in, it availeth little to urge the customer to purchase extra goods. The professional dead-beat we shall ever have with us. He employs "ways that are dark and tricks that are vain" to defeat the man from whom he buys his goods.

The story is told of a new arrival in a certain town going to the establishment of a clothier for a suit of clothes. The retailer looked him over and came to the conclusion that here was a pretty good acquisition to his list of customers. When the suit was ready, however, the newcomer gave a very plausible excuse that he was short of funds for the time being but that he would have the money at the end of the month. The clothier sized him up to be a man of his word and so without hesitation handed over the colthing.

The end of the month came and the dealer sent in his account. No response. Regularly the dunning letter went out for two or three months and there was still no reply. Then the dealer bethought himself of a brilliant idea. He would quote scripture and appeal to his higher nature. So with the next account he attached this postcript:

"You were naked and I clothed you."

Back came the reply by next mail, the first the clothier could get from the delinquent:

"You were a stranger and I took you in."

Whether we can set this down as gospel truth or not makes no difference to the point we desire to make. The dead-beat it out to make a living by questionable methods. His purposes should be defeated, and it is only by constant vigilance that the retailer can get the better of him. Chances are too freely taken by many and it is for this reason that the dead-beat has flourished so long. New credit applicants must be carefully scrutinized—and besides it is up to every dealer to get his money in regularly if he is going to do his share in keeping the wheels of business running properly.

Sugar Situation in Britain

AN intimation that the embargo against the importation of sugar from neutral countries will be continued by Great Britain for another two or three months has been given to the House of Commons by Reginald McKenna, the home secretary. The decree went into effect on October last and the official impression was that it was for the purpose of injuring the German sugar trade. However, it was generally accepted by those closely in touch with the sugar market that the embargo was due in part at least to the fact that after the British Government had "billed" the market by buying about a million tons in spot and future raws, there was a reaction which took prices so low that the Government could not hope to compete with private interests.

Mr. McKenna for the benefit of public opinion now expresses the view that the measures to be taken by Great Britain and her Allies against German trade would prevent further shipments of sugar to neutral countries. He sets forth that in the two or three months mentioned the German stocks in neutral countries will be exhausted. At the same time the trade will incline to the idea that it is partly true that the costly raws which the British Government bought will be exhausted in the period men-

tioned and business will be resumed on a normal basis.

Measuring Up To Capacity

IT'S a good thing to be discontented when it spurs a man on to greater endeavor. Keeping up to last year in sales is standing still, so the merchant should not be content unless his business increases. You cannot measure the value of inspiration that comes from constantly increasing sales. And the way to bring that about is application. Dig in and do it—then keep at it.

Perhaps you as a merchant do not know as much as you should about your own business. Do you? Take an inventory of yourself and your qualifications, as well as of your merchandise, and follow out the idea by extending the investigation to your staff. Perhaps some fault of your own is preventing a healthy flow of inspiration and interest in the business of your assistants. Personal stock-taking may show you that. Perhaps you have a drone or two in your employ—it will pay you to find that out. Get the best out of yourself and see that all about you measure up to capacity.

Must Have Good Pair of Scissors

A MONTHLY contemporary has just come to our desk. It is the March issue and it arrived on March 15. On looking over it there arise recollections that you have already met with the great majority of the ideas, illustrations and news items contained therein; and so it becomes somewhat amusing to see a paper which, when established a couple of years ago purported to be in a position to take the trade by storm and create a furore in the trade paper field, to-day is acting as an echo of ideas and events of the days that were.

One of the first articles to meet one's eye is about the war taxes and tea. It is pointed out that tea escaped the war tax—pretty nearly ancient history in itself when it is considered that the Finance Minister brought down his Budget five or six weeks prior to the date of the issue of the paper in question. It was further stated that the trade papers were responsible for Hon. Mr. White changing his mind about tea; and also that this monthly periodical took this tea matter up in its January issue and sent a copy to the minister. Now the January issue reached the trade about the middle of the month, and when it is considered that Canadian Grocer protested against this proposed tea tax not only in our issue of January 8, but also in that of Dec. 11 and the intervening issues, the "echoing" principles of the publication in question are plainly in evidence.

One also sees in the editorial pages a reference to the failure of the Householders' Co-operative Stores, Limited, which happened at least four weeks ago and which was gone into fully in Canadian Grocer away back in the issue of Feb. 26. Then there is a feature made in regard to the selling of housecleaning lines which when compared with the National Weekly paper is almost three weeks late. In connection with this housecleaning matter appears a window display from a British Columbia dealer which appeared first in Canadian Grocer in May 9, 1913—practically two years ago.

Next comes a report of the February meeting of a retail grocers' association that was read in Canadian Grocer in the issue of February 12—more than five weeks ago and almost six weeks since the event occurred. As a matter of fact we published in last week's issue the March meeting of the same association which cannot appear in this monthly paper until the April issue.

But that is not all. On the very next page there appears an article about a Hamilton grocer with two illustrations—one of the store exterior and one of the interior—which Canadian Grocer published on March 20, 1914. That was more than a year ago. And in addition to all this there are a dozen and one other items of news—that is, alleged news—which the Canadian trade has digested weeks in the past.

Everything mentioned above is based on absolute facts which cannot be disputed. The circumstances demonstrate the advanced and superior service Canadian Grocer gives to its readers every week and which has been presented every week for the past 28 years. They further demonstrate that it is an easy matter for a publication to allege that it is going to turn things upside down and inside out but a different proposition when it comes to put these allegations into practice against a contemporary strongly entrenched in the stores and hearts of the trade.

Might we suggest that this monthly paper change its name again to "The Monthly Echo?" How appropriate it would be!

Editorial Notes

SPRING ARRIVES in earnest on Sunday, the 21st.

• • •

REPORTS INDICATE that eggs are falling fast. Looks as if there ought to be a good supply of the scrambled variety on hand.

• • •

FRIENDSHIP IS essential to happiness. Even the merchant who is his own best friend can't get along very well without a few others.

* * *

GOOD FRIDAY is only two weeks distant. In this issue are a couple of Easter window displays that should be of use to trimmers of Easter windows.

* * *

THERE ARE MANY signs that spring has come back again and the music of the beating of the carpets in the back yard is not the least important.

• • •

AN ESSENTIALLY Canadian industry such as the milling of flour and other cereal products deserves the hearty co-operation of every retailer. By getting behind these lines the dealer is benefiting indirectly as well as directly.

• • •

IF THE GROCER'S Easter window is to get the attention of the women-folk away from the spring millinery shows, it must be particularly inviting. When it comes springtime, the feminine section of the species is inclined to pay more attention to headgear than the cravings of the appetite.

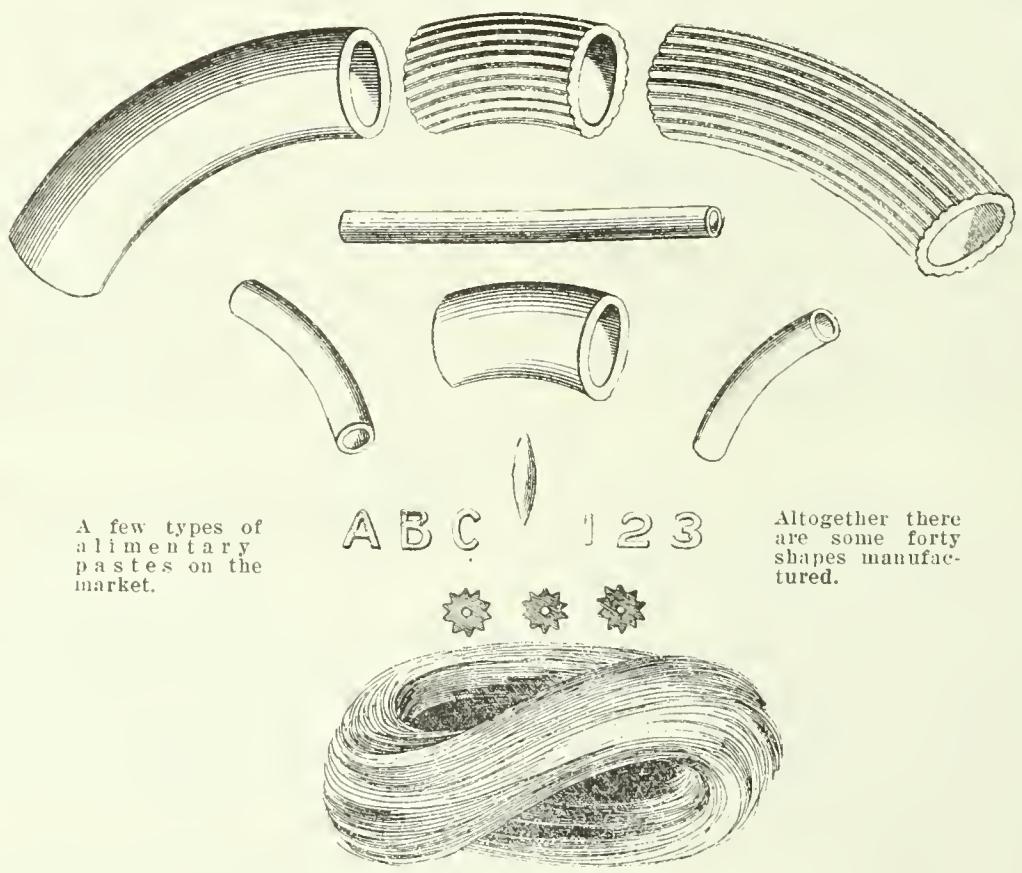
* * *

THE PRICE OF eggs dropped to 10 cents a dozen in one retail section of Chicago some days ago when two grocers in a certain district engaged in a price war. It is reported that at the ten-cent price, one of the combatants sent boys to the store of the other and laid in a good supply of his competitor's stock at the low figure. The foolishness of price cutting is here well exemplified.

Macaroni Industry in Canada

It is Yet Only in its Elementary Stages—Amount Made in One Year Would Encircle the World Twice—Consumption Per Capita Only 2 Lbs.; in U.S. 4 Lbs.; in Europe 40 Lbs. —Subsidiary Industries Benefited.

IT is only within the past five or six years that the manufacture of macaroni, and similar foods which come under the head of alimentary pastes, has assumed large proportions, and even now the industry is in its elementary stages. When the Canadian public realize what a cheap and nutritious food macaroni is, the consumption will increase. At present the amount eaten per capita in this country is very small compared with European countries, and is only half the amount eaten by the people of the United States. There was a time when macaroni was manufactured in Canada chiefly for foreigners employed in lumber camps. Only in the twentieth century has it been put up in the neat cartons seen to-day on the grocer's shelves. That people will eat more if shown the splendid food value of alimentary pastes is proved by the fact that the consumption in Montreal almost doubled following an educational campaign conducted by one of the largest manufacturers and assisted by the selling power of the retailer. To-day, owing to the embargo which has been placed on this food by the Governments of France and Italy, the manufacture of macaroni in Canada is greater than it would have been under ordinary circumstances. The output is almost fifty per cent. greater to-day than it was before the war.



A few types of alimentary pastes on the market.

Altogether there are some forty shapes manufactured.

Seven Million Pounds Annually.

In times of peace we produce 7,000,000 lbs. five million pounds of which are manufactured in Montreal, the remainder being distributed over factories located in St. Catharines, Ont., St. Boniface, Man., Lethbridge, Alta., and Vancouver, B.C. Most of these manufacturers use No. 1 Manitoba hard wheat, the value of which runs to about $300,000 per year.

In the United States, durum wheat is used. In this country we formerly used goose wheat flour. There is a legend that durum flour was carried over to Canada by a goose, which was shot. The man who shot it, found the wheat inside the goose's crop, and noticing its peculiarity, sowed it. However, the production of goose wheat became too small, and its quality too small for the macaroni industry, and manufacturers were compelled to find a substitute. No. 1 Manitoba hard contains as much protein as goose wheat.

The other constituent is water. Ordinary bread contains about 45 per cent. water, but macaroni only 5 per cent. Some foreign manufacturers claim to use eggs in the manufacture of their product, but considering the relative prices of macaroni and eggs, it is questionable how much egg is used.

Much of the macaroni to-day is packed in cartons, manufactured by machinery. In one Canadian factory alone the number of cartons made per month is 450,000. The cost of these cartons per year for the whole of Canada amounts approximately to $30,000, the whole of which are made in this country. Besides, the amount spent in cartons and packing cases run into a cost of $25,000 per annum. The amount paid in freight to railways for shipping the finished product alone, approximates $30,000.

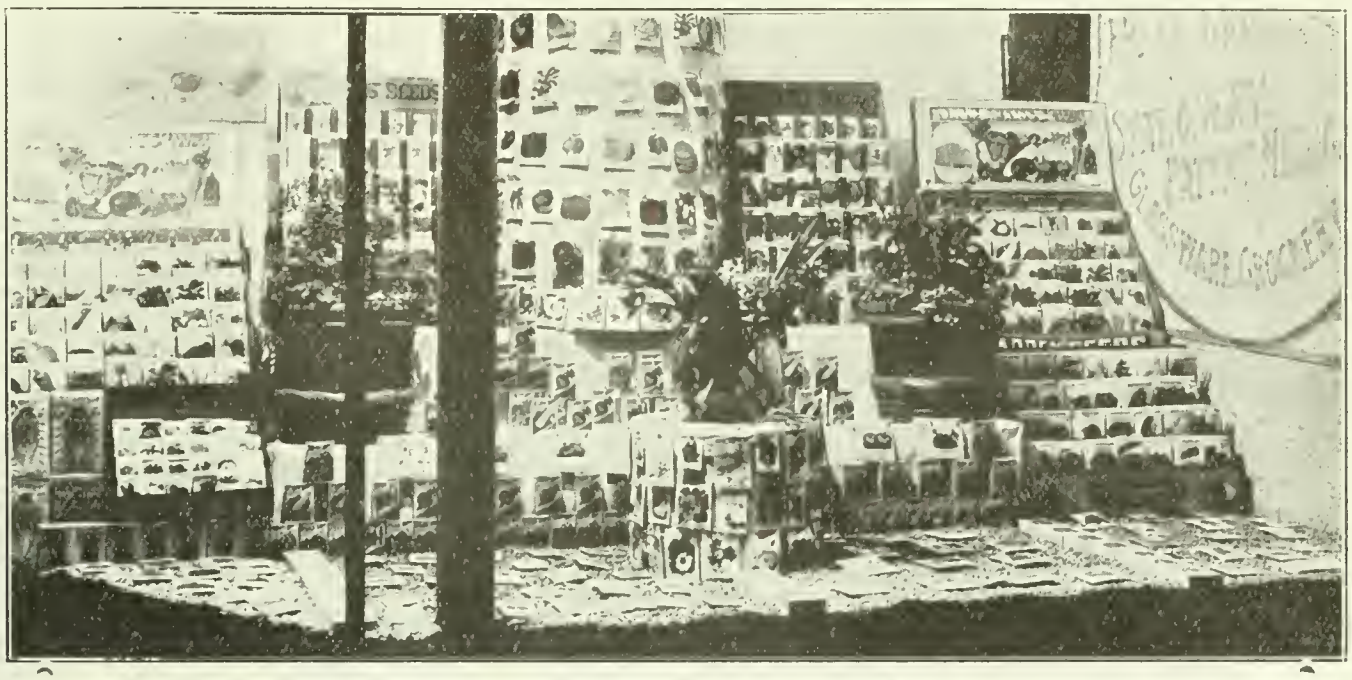
In Canadian macaroni factories, labor is provided for from 350 to 400 people. The working capital invested, and the cost of plant machinery amounts to about $300,000. An amount equal to that made in Canada imported from the United States, France, Italy and other countries. Some idea of the quantity made here can be gauged from the fact that one year's product would encircle the world twice, and would span this country fifteen times.

The consumption in Canada per capita is 2 lb. per annum. In the United States it is 4 lb. In certain European countries it amounts to 40 lb. per capita.

CAPITALIZING ON BIRTHDAY PARTIES.

(Continued from page 27.)

biggest selling line of them all. Even customers who were holding no special event bought them because they were so attractively shown on the counter and in the windows. Jepson discovered, too, that the townsfolk had become accustomed to reading his advertisements and that whether special occasions were being celebrated or not they were buying the goods anyway — and only a couple of months previously he was seriously considering the cutting out of the ad. entirely. He discovered that Haslam had given him and the selling staff a new viewpoint in so far as the preparation of copy was concerned. What the people wanted was not a plain statement that "Thos. Jepson was in the grocery business and solicited the orders of the people," but interesting news.



Some time ago, Canadian Grocer pointed out this would be a garden seed year. Above display of seeds presents a good suggestion for a window at present time.

Here is a splendid suggestion for an Easter window trim. Note the use made of the lilies, which are very appropriate for the occasion. Another fine Easter window appears on the front cover.

Straight From Men In Business

One of the Features of the Spring Sales Number Will be its Practical Character — Articles Are Based on Actual Ideas and Methods of Canadian Dealers —Selling Power of Display Combined With Personal Salesmanship.

EVIDENCES of the selling power of the retail dealer continue to pour in from all parts of Canada for our Spring Sales Number. Articles dealing with these will demonstrate conclusively that the aggressive dealer is a salesman of the goods in which he is interested just as much as the man on the road selling specialties. Among the many articles will be one showing how a certain retail firm sell goods by display, both window and interior, backed up by personal salesmanship. An interior view of this particular store shows one of the finest arrays of goods and makes one of the most handsome looking displays that has ever been seen in any Canadian store. The goods are not arranged in any haphazard manner, but the touch of the hand of an artist is in evidence everywhere. The same applies to the window which is a creator of appetite, and is therefore a creator of demand.

The members of this particular firm and their young salesmen do not permit the interior and window displays to bear the entire burden of selling. Every man is a producer. They actually sell goods and are not simply automatic machines behind the counter. Together with the displays above mentioned the actual methods these salesmen are using to sell extra goods will be presented. This will be one of the most attractive, as well as one of the most beneficial articles in the entire Spring Sales Number.

In addition to the articles already mentioned in regard to getting after the farm trade, a number of others have been secured. There are certain towns in Canada where the merchants get together to induce the farmers to come to town as frequently as possible. Their general methods will be described, as well as the individual efforts of the various merchants, to get the trade of the farmer once he has come to town. There is an abundance of testimony from all parts of the country that where merchants are depending upon the trade of the farmer particularly, business is just as good as ever, and in the majority of instances more brisk. The experiences of a large Quebec Province dealer in this regard will be presented, showing exactly his ideas and methods for increasing business among the rural districts. The farmer is still getting good big prices for the bulk of his produce, and there seems little possibility that grain prices will drop anywhere near the places they occupied before the war. Getting after the farm trade will therefore be one of the features of the Spring Sales Number of actual money value to readers.

The story will be told of how a certain retailer some few years ago shuffled his entire sales staff in such a way that business has greatly increased since. How he is going after fish, provision and confectionery trade will be demonstrated.

Just at the present time the problem of the collection of account ranks among the first that the average dealer has to solve. CANADIAN GROCER editorial men have taken this question up with a number of merchants, with a view to presenting their methods of getting in their accounts as readily as possible. The results of these investigations will also be shown in an article in the Spring Number.

The practical character of the SPRING NUMBER is shown by the fact that every article prepared so far deals with the actual ideas and methods of retail dealers in the business. In a word the issue this year will, we can confidently state, be the most practical of any of the big issues so far presented to our readers.

The date is April 16—less than a month hence.

THE EDITOR,
Canadian Grocer.

March 18, 1915.

Retailers' Staff Conference

The men who succeed are the men who plan their work and make use of every idea that will promote their business.

The men who succeed in a big way get their associates and employees planning the work of their several fields.

Retailers would often do a lot better if they did less bustling round and more careful planning.

Why not start with our Spring Sales Number? There will be a lot of things in there that apply to your business directly, some only indirectly. Read it over carefully and have your clerks read it over, marking the parts they agree or disagree with. Then appoint an early date for a conference over this issue, the ideas and plans it suggests, the new lines advertised, and the new sales talks presented. A couple of hours spent in this way, with the boss as secretary, to make a note of the decisions arrived at, will put ginger in every employee and money in the till. Try it!

Advertising Manager, Canadian Grocer.

Trading in Bad Eggs Against the Law

Adulteration Act Rather Strict in This Regard— Penalty Heavy Against Anyone Proven Guilty of Offence of Trading in Eggs That Are not Good — How to Help the Farmer Improve the Quality.

EDITOR Canadian Grocer.—Please let me know if there is a Canadian law prohibiting the sale of bad eggs. If there is one will you kindly quote it and the penalties attached.

WESTERN ONTARIO READER.

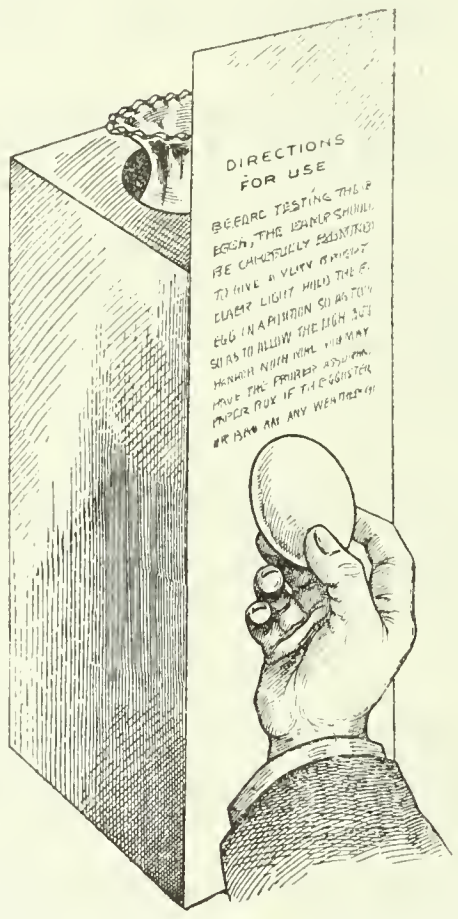
Editorial Note.—Yes, there is a law in Canada governing the sale of bad eggs—it comes under the provisions of the Adulteration Act which is a very strict law in regard to the sale of any kind of foodstuff that is adulterated or which is injurious to health.

Among the clauses of the Adulteration Act appears the following:—"Chapter 133, Section 3. Revised Statutes of Canada, 1906. Vol. III. Food shall be deemed to be adulterated within the meaning of this Act. (Clause E)—If it consists wholly or in part of a diseased or decomposed or putrid or rotten animal or vegetable substance whether manufactured or not."

Section 32 of the Act says in regard to offences and penalties: "Every person, who by himself or his agent, sells, offers for sale, any articles of food or any drug, which is adulterated within the meaning of the Act, shall—(Clause A). If such adulteration is within the meaning of this Act deemed to be injurious to health, for a first offence incur a penalty not exceeding $200 and costs, or three months' imprisonment, or both, and for each subsequent offence a penalty not exceeding $500 and costs or six months' imprisonment or both, and not less than $50 and costs. Clause B says: If such adulteration is within the meaning of this Act, deemed not to be injurious to health, incur for each such offence a penalty not exceeding $100 and costs, and not less than $500 and costs."

It is plain to be seen that eggs come under the Clause E above mentioned and there is a very stiff penalty for anyone against whom the charge of buying, selling or trading in bad eggs has been proven.

While on this subject of bad eggs it might be well for the general merchants throughout the country to consider ways and means to help the farmer improve the quality of the eggs he brings to market. Every retailer has to consider what effect any advice he may give will have on the farmer, before making a move. Canadian Grocer would suggest for one thing that every merchant interested in this problem of placing the egg on a higher quality basis write the Dominion



Type of egg candler government gives free to farmers through local merchants.

Department of Agriculture, Live Stock Branch, Ottawa, for leaflets and booklets dealing with the matter. There is one leaflet in particular that every farmer should have and there is no doubt the department would send any number required to go around. This leaflet is entitled "Rules for the Production and Marketing of New Laid Eggs," and is as follows:

1. Feed the hens on clean, wholesome food and provide an abundance of pure water in clean utensils.

2. Keep the poultry house clean, sanitary and free from vermin.

3. Provide plenty of clean, dry nests in darkened places.

4. Gather eggs at least once a day in cool weather and twice in hot or wet weather.

5. Keep eggs in a cool, dry place.

6. Cover eggs with a cloth to prevent fading and evaporation.

7. Never keep eggs near kerosense, onions, fish or any other strong smelling substance; they readily absorb odors.

8. Do not sell eggs known to be bad or which have been in an incubator. It is dishonest.

9. Do not wash eggs.

10. Use the dirty, small, very long and grass-stained eggs at home.

11. Never expose eggs for market to direct sunlight, rain or to extreme heat.

12. Remember that eggs are perishable.

13. Market eggs as regularly and frequently as possible.

14. Secure suitable crates for home use and thus prevent breakage and slight craeking.

15. Kill off, dispose of, or at least remove from the flock, the male birds after the breeding season. Their presence in the flock after June 15th is costing Canadian farmers a million dollars each year through the sale of partially incubated eggs.

The department will also send to any merchant on request as many pasteboard egg candlers as he may require for his farmer customers. These are very simple in construction and when a lamp is placed inside they give good service as candlers.

No farmer can object to the helps coming from the Government whereas many might resent the merchant himself passing on the information.

SUGGEST FOOD COMMISSION.

Hamilton, Ont., Mar. 18.—J. M. Semmens presided at the regular meeting of the Retail Grocers Association held last week. One of the features of the gathering was a discussion on the need for a food commission in Canada. In the discussion it was pointed out that the country had come to that stage in its history where it raised more than it consumed, but in spite of this neither the producer nor the consumer got any special benefit of this state of affairs, but rather the advantage went to the speculators. The consideration of the matter will be continued at the next meeting and will take the form of a debate. M. Cummins taking the affirmative and J. C. Clark the negative.

During the evening Edward Hazel, who recently joined the ranks of the benedicts, was honored when he was made the recipient of a very handsome hall seat, the presentation being made by the secretary. M. R. Hill, who told Mr. Hazel what his fellow members of the association thought of him.

An invitation was extended to and accepted by the Brantford grocers to be the guests of the local association on the evening of March 17.

MANUFACTURERS' AGENTS' ASSOCIATION.

Progress Made Since Matter Was First Referred to and the Main Objects.

Referring to a paragraph in a recent issue of Canadian Grocer on the proposed establishment of an association of manufacturers' agents interested in the distribution of imported foodstuffs, J. P. Wright, the secretary pro tem, reports that considerable progress has been made. He has sent out over 100 circular letters, and while so far the responses have not been numerous, they make up in quality what they lack in quantity.

He pointed out that the bulk of the more prominent agents have replied and that not a discordant voice has been raised. He declares that the need for the creation of an organization pledged to do everything that can be done legitimately to better the conditions under which the Canadian agents work is very clearly realized, and hopes that with the support of those who have already intimated their adhesion to the prieinples enunciated important results will be achieved.

"It should be clearly understood," stated Mr. Wright to Canadian Grocer, "and it cannot be insisted upon too strenuously, that the organization has but one central object, to forward the interests of the agents; and that it is not and will not be conducted for the benefit of any particular officer of the association; be he president, treasurer, secretary or whoever he may be. It is earnestly hoped that all manufacturers' agents who are in sympathy with the broad object of the association and who have not already written will communicate at once with the secretary."

It is proposed to call a meeting in Toronto at an early date, at which the secretary will deliver an address "On the benefits of co-operation and the need of an organization of agents," and it is hoped that all those in any way interested will make a point of attending; due notice of the event of course being given.

The inception of the association is due to a suggestion made by Stewart Menzies of Toronto, who represents well known Scottish and English houses. The honorary secretary (pro tem), is J. P. Wright (late of Bristol, England), whose address is 70 Lombard street, Toronto.

DEATH OF PROMINENT WHOLESALER.

Major John Sloan Passes Out After Going Beyond the Three Score and Ten-Year Mark.

TORONTO, March 18.—The past week has seen the passing of one of the older members of the wholesale grocery trade of this city in the person of Major John Sloan, head of the firm of John Sloan & Co. The end was not unexpected as Major Sloan had been ill for the past three years or so, but he passed quietly to the great beyond.

The deceased was born in the County of Cavan, Ireland, 72 years ago, coming to Canada when he was 21 years of age. It was back in 1870 that he commenced his wholesale grocery career—forty-five years ago—so that he was one of the pioneer wholesale grocers of the Dominion. For many years John Sloan & Co., were located at the corner of Front and Church streets, and it was only a few years back that a move was made up Church street. On Front street Major Sloan was a familiar figure for a great

THE LATE MAJOR JOHN SLOAN,
A Toronto wholesale grocer who has passed away after a lengthy career.

many years, and in his dealings with the trade he made many warm friends who will always cherish a kindly feeling towards his memory. Canadian Grocer feels a personal loss in the departure of Major Sloan. When he was in his usual good health he had always time to spare with our representatives out for market information, and his pleasant smile, his kindly greeting and his knowledge of markets and conditions were always appreciated.

Major Sloan held a commission in the Governor-General's Body Guard for 18 years, retiring 10 years ago—the accompanying cut shows him in military regalia.

Two of his five sons who survive him are connected with John Sloan & Co. They are Frank W., and Victor Sloan. Although the funeral was private and flowers were to be omitted, a number of magnificent floral offerings were received from friends and business associates. Archdeacon Cody and Rev. J. A. Wilkinson conducted the services, and interment took place at St. James' Cemetery. The pall-bearers were: Col. Clarence A. Denison, H. P. Eckardt, Hugh Blain, J. L. Watt, F. W. Humphrey, W. G. A. Lamb, and John Hayden. Representatives from Belleville and Berlin branches of the late Major Sloan's firm were present. Those from Belleville were Frank Tait, J. R. Smith and Bruce Elliott; those from Berlin: J. B. Wayled, H. Scott, and C. J. Moore.

GRAIN GROWERS MISUNDERSTOOD

REGINA, Sask., March 18.—Following a tour of the province, in conversation with a representative of The Canadian Grocer, A. Arden, provincial organizer of the Retail Merchants' Association stated that organization work in Saskatchewan was progressing favorably.

"In fact," said Mr. Arden," while Saskatchewan is one of the more recent provinces to organize under the Retail Merchants' Association, according to the way in which the membership is growing at the present time, it will soon outstrip all other provinces in the Dominion."

Merchants everywhere, he stated were rallying to the support of the association, many of them coming in voluntarily. They were awakening to their responsibility and opportunity in organization, in a manner which was very encouraging.

In speaking of the relation of the retail merchants to the grain growers of the province, Mr. Arden thought the latter did not quite understand the attitude of the merchants. Judging from statements made at the recent Grain Growers' Association convention in Regina, it might be inferred that the retail merchants were antagonistic. This, he was sure, was not the case. He believed the whole trouble was that the Grain Growers' Association failed to understand the attitude of the merchants and that they failed to consider the whole question from an economic standpoint.

Speaking of the work of the association, the organizer told Canadian Grocer that the executive were dealing with a number of questions which they proposed bringing before the Saskatchewan Legislature when it should meet, probably during the present year.

Preparations were also being made for the great retail merchants' convention to be held in Saskatoon from May 11 to 13. This will be a record convention for the merchants of Saskatchewan, and elaborate plans were being made for the entertainment of the delegates, and for the program which will be of a high order.

The Clerks' Page

ANSWER TO HORSE QUESTION.

Editor, Clerk's Page.—A made $10 in buying back the horse from B and selling it to C. Not knowing the original cost, I cannot say what he made on first sale. He realized $55 altogether.

Mattawa, Ont. 13. N. FINK.

P.S.—Here is another question for your clerk's page:—Divide $100 amongst 100 persons, giving $5 to the men, $1 to the women, and $1 to every twelve children. Find out number of men, women and children.—N. F.

* * *

READER SUBMITS QUESTION.

Editor Clerks' Page:

Dear Sir,—Here is a question for your clerks' page handed to me a few days ago:—

"A" and "B" bought a pig weighing 200 lbs. for $10, each paying one-half. When dividing it "A" suggested that he take the hind quarters at 5½c lb., while "B" take the front at 4½c lb., each taking $5 worth of pork.

How many pounds should each receive?

Let us see what the clerks can do with this one.

CHAS. G. McKEEN.

Springvale, Ont.

* * *

A BOGUS MONEY PROBLEM.

A correspondent sends in this problem for clerks:—A hungry hobo entered a grocery store one day, and placed an order. His bill amounted to $5. In payment he handed the grocer a bogus $20 bill. Now it was a long while since he had seen a $20 bill, and although he tried to borrow from his wife, he could not find sufficient change. So he ran across the street to Jones, the hardwareman, and changed the bill. The hobo took his parcel of groceries, fifteen dollars change, and went. He had hardly been gone an hour before Jones rushed across the street, exclaiming: "Here, this is a bad bill you have given me." So the grocer went to his child's savings bank, took twenty good bills from it, and handed them to Jones. How much did the grocer lose? Observe the facts: the grocer gave Jones twenty good bills for the worthless $20 bill, and the hobo had taken away five dollars' worth of groceries and the $15 change.

THE ENCYCLOPEDIA

CAPERS.

Capers are the pickled flower-buds of the caper plant, common throughout the south of Europe, and nearly allied to nasturtiums.

The bush is a low training shrub often growing on old walls, fissures in rocks, or over rubbish heaps, and bears white and purple blossoms. The plant is largely cultivated as a garden ornament. Each bush yields about a pound of capers yearly. The buds are usually picked every morning as they approach maturity from May to November, exposed in the open air for 24 hours, and then thrown into a cask or other vessel of strong pickling vinegar, and when full these are headed up and sold.

The buyers sort them into different sizes by means of sieves, and in this way they are divided into various grades. The youngest and smallest in size are considered the choicest. The agreeable taste and sharp acrid flavor for which capers are so valued seems to be the capric acid—called also rustic or decatoic acid. Capers also contain a gelatinous substance.

Their greenish color is heightened by the copper wire in the sieves, but sometimes copper coins are put in by the country people, and for retail purposes capers are generally put up in green bottles. The finest quality of vinegar, previously boiled and cooled, is generally used, inferior kinds being apt to spoil the capers.

Besides France and Spain considerable quantities come from Italy; another cheaper quality from Algeria, and a few small salty capers arrive from Majorca. A flat shaped variety also comes from Lyons.

The presence of copper coloring in capers is easily detected. Immerse the clean steel blade of a penknife or a knitting needle in the caper liquor, and leave it there overnight; next morning examine it, and if copper be present there will be a red deposit of pure copper on the surface of the penknife or needle. It is best not to add water in using this test, and if there is much copper the steel then becomes coated with it very quickly.

A PATRIOTIC PRESENTATION.

A St. John N.B., report states that a thirty-five horse-power McLaughlin-Buick motor ambulance has been presented by the T. H. Estabrooks Co., Ltd., and their staff to the Red Cross Society, through the St. John branch of the Red Rose firm. A communication from Mr. Estabrooks announcing the presentation was read at a recent meeting of the St. John Red Cross branch, and the gift was greatly appreciated. The ambulance holds four stretchers, and is of the type especially built for the Red Cross work. The car is to be used in connection with the hospitals of the Canadian contingent. The presentation of a motor ambulance is considered by the Red Cross institution as the finest contribution yet made to the St. John branch. The donors have made no stipulation as to the purpose for which the ambulance will be used, and it may either be taken to the field or used at some of the base hospitals.

It is interesting to add that the staffs of all the branches of the Red Rose firm voluntarily consented to give one day's pay towards the cost of the ambulance.

An agreeable disposition is a nice thing, but some people are so easy to get along with that it's no fun to get along with them.

WANTED

WANTED—GROCERY CLERK WITH IDEAS of his own as to how to increase business. I have a grocery and meat market on one of the best business streets in Hamilton. Business now about $2,500 month; have done $3,400; should do $4,000. Exceptional opportunity to show your ability and get an interest in the business if everything is satisfactory. Will pay percentage of sales as salary. Give full particulars about yourself, both business and personal. Some meat-cutting experience preferred. Proposition open at once. Box 80, Canadian Grocer, Toronto.

JAM BOILER WANTED—MUST BE SOBER and able to take charge of boiling room, with good knowledge of jams, jellies, marmalades and preserved fruits, also how to put down pulps of all kinds. Reply in confidence, stating age, experience and wages required. Box 81, Canadian Grocer, Toronto.

Current News

Quebec and Maritime Provinces.

J. A. Talbot, grocer, Quebec, P.Q., sustained a fire loss recently.

G. O. Jaques, general merchant, Auburn, N.S., died recently.

L'Economc Incorporee, grocers, etc., Quebec, P.Q., have obtained a charter.

Farmers throughout Quebec Province are tapping their maple trees, and expect an early run of sap.

Farmers in the vicinity of Lachute, Que., are donating maple sugar to be sent to the Canadian troops in France.

A. L. Bennett, of W. S. Goodhugh & Co., importers of raw sugar, Montreal, has been away from his office with the grippe, but is now convalescent again.

W. N. Pretlow, representing the American Peanut Corporation, Norfolk, Va., was visiting the Montreal trade last week. Mrs. Pretlow accompanied him. They were registered at Place Viger Hotel.

Ontario.

F. E. Travis, general merchant, Eden, Ontario, has sold to Denton & Madill.

McLaurin & Dow, grocers, Fort William, Ont. have sold to W. W. Brown.

Jas. Ash, grocer, corner Quebec street and Lorne avenue, London, Ont., has sold his business to F. J. McLeod.

E. S. English, London, Ont., has sold his grocery stock and fixtures to Smith & Orr. Mr. English has bought a farm in Lobo township.

Bert McGuffin, son of A. J. McGuffin, grocer, of London, Ont., has joined the Motor Transport Division of the 2nd Canadian Contingent.

Wm. Duffin, grocer, East London, Ont., has bought the retail shoe business of W. J. Lashbrooks and intends conducting the two stores.

The stores of the National Railway Association which made assignments some time ago and which were given an opportunity to get the business on its feet again, have been practically all closed.

O. S. Matchett of Goheen & Matchett, grocers, Peterborough, Ont., was in Toronto last week attending the convention of a fraternal society with which he is connected.

J. M. Stokes has joined the travelling staff of the I. X. L. Spice and Coffee Mills, Ltd., London, Ont. Mr. Stokes is going on an extended business trip from coast to coast.

C. P. Ruppell has been elected treasurer of the Elmira, Ont., Board of Trade. R. J. Carson has been elected to the council of the Kingston, Ont., Board of Trade.

The Richards Pure Soap Co., Woodstock, Ont., have received an order from the department of the British Naval Service for two carloads—50,000 lb.—of laundry soap, and also for a quantity of castile soap.

The members of the Ottawa branch of the Canadian Produce Association have agreed to buy no eggs in future except on the loss-off basis. They will, in other words, candle the eggs on receipt of shipments and charge back to the shipper all bad eggs. The following officers were elected by the association: President, A. W. Bayman, of Matthews-Blackwell; vice-president, Jos. Moyneur, of Jos. Moyneur, Ltd.; secretary, Walter Brown, of Swift Can. Co.

The R. J. Graham Co., Ltd., of Belleville, Ont., has secured an army contract for evaporated potatoes, onions and soup mixture totalling $230,000. It is expected that this order will keep ten evaporators busy for a couple of months.

Messrs. Allan, of Ottawa, and Len. Hourigan of Smith's Falls, Ont., have leased the building on the corner of Main and Market streets, Smith's Falls, at present used as a grocery and fruit store, and have opened up as grocers and provision merchants.

Western Canada.

A. O. Grant, grocer, Brandon, Man., has sold to L. H. Barrett.

Peterson & Johnson, grocers, Maconn, Sask., are adding a restaurant.

Mitchell Bros., grocers, Brandon, Man., have sold to G. C. Lloyd.

The Pantry, grocers, Brandon, Man., has dissolved, S. Hooper continuing.

Peter Palmason, grocer, Winnipeg, Man., is succeeded by C. J. Smith.

Gibson & Burns, general merchants, Wawanesa, Man., have sold to J. J. Story.

Mrs. E. M. Wright, grocer, Waldron, Sask., has been succeeded by the Grain Growers' Supply Co.

The Retail Merchants' Association of Winnipeg are still in hopes of having the business tax to which they are subjected modified. A deputation waited on a committee of aldermen recently to present their views and the matter will be definitely decided upon in the near future.

The officers of the Winnipeg Retail Merchants' Association for the year were elected at a recent meeting as follows: President, J. A. Banfield re-elected; first vice-president, J. A. McCracken; second vice-president, W. A. Templeton; treasurer, C. F. Rannard, re-elected; secretary, John F. Kennedy, re-elected. The following delegates were chosen for the convention of the Manitoba board: John Erzinger, C. F. Rannard, W. A. Templeton, T. A. Connell and J. H. Treleaven. Considerable discussion took place on the imperativeness of passing legislation curtailing the ravages of the N.S.F. check artist among merchants and others. It was shown that Winnipeg merchants are suffering much from this form of crookedness.

CO-OPERATIVE ADVERTISING IN CHICAGO.

In Chicago, the retail grocers are formulating a co-operative advertising plan somewhat similar to that of Toronto grocers, by which they have a full-page each week in the "Chicago Herald," one of the leading morning papers there. In the centre of this page will appear an editorial in defence of the retail grocer whenever it is necessary and an answer to any criticisms on the retail grocery trade which may have been made during the week. Advertisements surrounding this editorial will pay for the page.

It is planned that 200 grocers will sign an agreement to pay $10 each per year to the Herald to cover this advertising contract.

LIKES THE DISPLAYS.

MacLean Publishing Co.:

I find Canadian Grocer beneficial in many ways. I am interested mostly in the photographs of windows and interior display, and explanations of same.

C. E. YORK,
The Fair, Trenton, Ontario.

Tea Up in London: Sugar in New York

Tea Market in Still Stronger Position—Sugar Higher in New York, But Not in Home Markets —Dried Fruits Dull—New Prunes in Toronto—Shelled Walnuts Very Strong —The Sixty Cent Tomatoes.

Office of Publication, Toronto, March 18, 1915.

AS predicted last week the market price for new-laid eggs has got down to 20 cents. The drop from last week's level of 28 and 29 was not long in coming. Moreover, new-laid eggs can be bought by the country storekeeper direct from the farmer at 17, 18 and 19 cents. This contrasts oddly with the 45-50 cent quotation on January 1st. There is no doubt that, while the abundant supply has had much to do with lowering the price, the fact of keen United States competition has had still more. As we showed last week United States eggs can, at present, be laid down here for 20 and 21 cents, and assuredly they would be, in large quantities, unless prices in Canada are lower than that.

Cheese, what little can be got, is only to be bought on an advancing market. Actual change in Toronto was only a matter of a quarter of a cent this week, but Montreal, New Brunswick and Edmonton correspondents all report an advancing market. Prices on cheese have never been so high before. They are unprecedented, and in England, Canadian cheese is away up. There is evidently a big demand for it, and British importers would buy more of it if there were more of it to sell. The new cheese will probably open at very high prices. A report says that bids have been made for April new cheese, delivered in May, around 16 cents, but with no takers.

Owing to the tariff increases, difficulty and extra costs of freight and so forth, all jams and marmalades brought in from Britain will show an excess over last year of twenty-five cents a dozen or thereabouts. Marmalade of a well-known brand, which cost $1.44 last year, is up to $1.66 this year, and most lines show an increase of two or three cents more than that.

Flour remains at the same levels as last week, but there is a much firmer tone to the market, and we should not be surprised to see prices go up again. The fact that the opening of the Dardanelles as a saviour of the situation has been over-discounted, both over the border and here, is proved by the rise in Winnipeg wheat again to $1.56. This is only four cents below the high of wheat—$1.60—and as has been pointed out, flour men say they figured their prices on basis of $1.50 wheat. Their present prices are reduced thirty cents a barrel from those figured on such a basis, and inasmuch as wheat is now six cents higher than the $1.50 that they figured on when making their top prices, they think that their quotations are unjustifiably low. Though progress is being made at a satisfactory rate in the razing of the Dardanelles forts, it's a long way to those sixty-five million bushels of Russian wheat that are going to bear our wheat markets this side of the water.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Wheat markets rallied again.
- Feed prices maintained.
- All cereals very quiet.

PRODUCE AND PROVISIONS—
- New laids drop to 23c.
- Butter easier, but unchanged.
- New maple syrup expected.
- Earlier cheese this year.
- Advances in barrelled pork.

FRUIT AND VEGETABLES—
- New lines in for Easter.
- Cocoanuts up to $4 per sack.
- Strawberries 60c per qt. box.
- Lettuce down considerably.
- New carrots and beets here.
- Cabbage and cauliflowers up.

FISH AND OYSTERS—
- Flounders offered 7c lb.
- Decline in frozen fish lines.
- New fish arriving already.
- Live lobsters are cheaper.
- Holland herrings expected.

GENERAL GROCERIES—
- Nuts in shell decline.
- New Brazils expected.
- Curious molasses situation.
- Firmer sugar market.
- Decline in red sockeyes.
- Duty on coffee expected.
- Little tea being sold.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour firmer again.
- Rolled oats very strong.
- Feeds rather easier.
- Barley scarce and firm.

PRODUCE AND PROVISIONS—
- New laids eggs 'way down.
- Poultry prices advance.
- Butter firm.
- Cheese slightly higher.

FRUIT AND VEGETABLES—
- Western boxed apples in.
- Navels firmer.
- Potatoes easier and lower.
- Florida new cabbage selling.

FISH AND OYSTERS—
- Business very dull.
- Whitefish selling.
- Oyster trade dead.
- Haddie moving well.

GENERAL GROCERIES—
- Sugar higher in New York.
- No change in this market.
- Tea up another cent.
- Canned tomatoes to be cheaper?
- Dried fruits slow.

QUEBEC MARKETS.

Montreal, March 18.—There is no doubt that the trade will have considerable to say about canned goods during the next few weeks, and about canned tomatoes in particular. While it is early for us to make any definite statement, the leaders in the grocery trade here are not unwilling to discuss the situation. For a long time certain movements have been on foot, one of the leaders in which was a Montrealer. The scene was watched with interest by the whole trade, who wondered what was going to happen. As late as this week an effort was made to cheapen canned tomatoes in this province, but without success. It is believed now that it will not be necessary, and that the market will have a much firmer tone in all lines of canned vegetables. Canned salmon is receiving attention from the British Columbia Government, who are believed to be in the market for the next installment of their gift to the Imperial Government. This should have the effect of strengthening the salmon market, but strange to say, prices on a certain Fraser River line were reduced here this week in order to stimulate trade.

No sales of new crop molasses have been reported yet, and are not likely until lower prices are quoted by the Barbadoes planters. Another difficulty has arisen. It is announced that few steamers will be available this year for carrying molasses to Montreal. The suggestion has been made that sailing vessels be used as in the olden days. There is likely to be a dropping off in orders for car-lots from the country this year, as dealers will be afraid to take chances at present prices, when a slight change in the European situation might bring the market down several cents.

An important change this week is drop of several lines of nuts in shell. With new crop Brazils coming on to the market, a drop was expected there. The reason given in the case of other nuts is that

the demand was so small, a drop became necessary to stimulate business.

It is believed that large quantities of frozen fish will be carried over this year, as already supplies of fresh fish are arriving. Large stocks are carried in halibut, salmon and codfish, and much lower prices on these lines would not be surprising. Shipments of Holland herrings are expected here next week, the price of which is twenty per cent. higher on account of restricted fishing in the North Sea.

With new maple syrup due to arrive on the market next week, there is likely to be a cut in prices on old crop. A further decline in fresh eggs occurred, which are now quoted as low as 23c. Nobody would think business was bad the way orders were placed for Easter novelties. Shipments have been extraordinarily large from Europe, one firm bringing in over 150 cases. Contrary to expectations, the trade has not bought cheap stuff this year. It is a fact that the market is almost bare on the higher class goods. An example of what is being shown is a hen sitting on chocolate eggs, which retails for $1.50.

Considerable uncertainty has existed in the cocoa market for some time, which amounts almost to chaos in many cases. Dutch cocoa particularly is affected. This is believed due to the big demand from Germany who, with her supplies of tea and coffee practically cut off, will be one of Holland's biggest customers. The local representative of a Dutch firm has received word that they cannot ship.

SUGAR.—A firmer tone was given the market here this week by news that several New York refiners had raised their prices, which range now from $5.90 to $6. Raws were quoted 3 7/8c on Tuesday. This had practically no effect on the buying here, which has been small for several weeks, probably on account of the trade being filled up, and a new refinery being in the market. The news of a firmer market in New York, however, might have the effect of stimulating trade here before the week is out. The consumption at this time of year is small, however. Had it been summertime, when fruits are coming in, things might be different. Any advance in the market here will depend on how the raw market acts. If New York refined market goes up, it does not mean that the Montreal refined market goes up too; but as New York has advanced because of firmer raws, another advance in the latter would undoubtedly have the effect of raising prices in Montreal. The spurt in New York may be due to Great Britain's embargo announcement. It is recognized that Great Britain has to come into this market again before long.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 55
50 lb boxes	7 65
25 lb. boxes	7 65
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Fruits like prunes and seedless raisins are held very cheap on this market as compared with their actual value; in fact, raisins are worth ½c per lb. more than they are selling to retailers. Sultanas continue to be quoted high, but the demand is quiet. There may be a shortage of pears here, as one wholesaler announced this week that he was completely out of them. Currants continue to be easier. There is a fairly good demand all round, and prices are stiff in most cases. Dealers are working on old stock, and when they come to replenish, they will do so at considerably enhanced prices.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 08	0 08½
Apricots	0 15	0 17
Nectarines, choice	....	0 11½
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Vostizzas, loose	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08½
Hallowee, 1-lb. pkgs.	0 08	0 09
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 15
40 to 50, in 25-lb. boxes, faced	....	0 14
50 to 60, in 25-lb. boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 11
80 to 90, in 25-lb. boxes, faced	....	0 10½
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 09½	0 11
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09¼
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 12 oz.	....	0 09
Choice seeded, 12 oz.	....	0 08½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—New crop rices are not being offered at the present moment. It looks as though importers are waiting until the crop reaches England. There are no changes in local prices.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06¾	0 06¼
Velvet bead Carolina	0 09¾	0 10½
Sago, brown	0 06¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—The situation for new crop shows little change since last week. No sales have as yet been made. Word received from Barbadoes states that there is no possibility of steamers coming direct to Montreal this year. Importers do not like this news, as the leakage is so heavy when brought by rail from the seaboard. Hence, there has been considerable thinking this week as to how molasses can be shipped direct to Montreal. In olden days, it was brought direct by sailing vessels. Why not to-day? There are lots of sailing vessels available around Portland. The insurance companies are opposed to them, as they are risky things in the St. Lawrence. But they took the risk in olden times. At which wharfs will they unload? is another question asked and readily answered. At St. John, N.B., there are sailing vessels shipping lumber to Barbadoes, which come back light. Why not bring molasses back, and bring direct to Montreal? They could take on lumber again at Three Rivers. Last year, shipping companies were so anxious to get the business, the freight rate was reduced to $2.50 per puncheon. It is believed there will be bottoms available this year. The people in Barbadoes will insist on the Government chartering vessels. Scrutton's boats, which usually carry molasses to Montreal, are being used by the Admiralty this year, and some are interned at Hamburg. This difficulty has again tended to strengthen prices. Latest quotations are 25½c for fancy, which is about the same as last week. This brings the price in Montreal to 41c, all charges paid. It used to be that the grocer in the country bought a car of molasses because it was low, and it paid him to get in a year's supply. There will be no advantage in doing this during the present year, and run a risk of the market dropping several cents a gallon because of some change in the European situation. Thus the buyer in the country will control the market. It would cost him about 46c per gallon to lay it down in his own town. Instead of buying a car, he will buy a puncheon, and use it as he wants it. Latest news from Barbadoes gives no hope yet of higher prices. It is stated that planters are preparing to make sugar instead of molasses.

Some holders of maple syrup (old crop) are cutting prices in order to get it cleaned out in time for the arrival of the new, which looks like coming on the market several weeks earlier this year. Already farmers have begun tapping trees all over the Province, and in another week syrup will be arriving. The new crop is expected to arrive at from 80 to 85c, but this will depend entirely

on the weather. Old crop is now offered around 70c per 8½ lb. tin, and 9c per lb. for sugar.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.43
Barrels	.48	.46
Half barrels	.50	.49

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 46
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Cane Syrups—		
Barrels, lb., 3¾c; ½ bbls.	....	0 04
Cases, 2 lb. tins, 2 doz. per case	....	2 65
Maple Syrups—		
Pure, per 8½ lb. tin		0 70
Pure, in 15 gal. kegs, 8c per lb. or, per gal.		1 10
Maple sugar, pure, per lb.	....	0 10

COFFEE.—The House of Commons was still debating on the budget early this week, so that the tariff was expected down early. Dealers are going ahead with the understanding that the extra duty will stand. No general changes have been made, but it will probably be necessary later. Genuine mochas cannot be bought less than 35-36c now, but there are imitations on the market at lower prices.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS. — Important changes were made locally this week in quotations on several lines of nuts in shell. Brazils, new crop of which are expected in New York very soon now, are dropped to 12-13c (were 14-16c); filberts are 13-14c were 15-16c); Tarragona almonds are down to 18-19c (were 19-20c). The decline is due to small demand, and is intended to stir up business. Brazils at this price is a cheap food. Shelled walnuts in the primary market remain high.

Almonds, Tara	0 18	0 19
Grenobles, new	0 16	0 16½
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 13	0 14
Pecans, large	....	0 19
Brazils	0 12	0 13
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10
Canadian chestnuts	....	0 12

SPICES.—Montreal wholesalers are doing practically no buying just now. The New York market is less active. Spot values are steady, and some grades are a little higher. Peppers are scarcer than ever, with wide buying in small parcels. Clover is scarce and in good demand.

DRIED VEGETABLES.—Wholesalers were offered choice primes 3-lb. pickers as low as $2.85, but at this price there was very little business being done, as most people have big stocks on hand. Thus, after the boom comes the reaction. Possibly prices may be up again soon. Quotations to the retailer vary from $3.25 to $3.45. Little business is being done in either soup peas or whole peas.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 50
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

TEA.—Things are quiet. Retailers are not buying, and wholesalers, following the boom of February, bought all they wanted. This is having no effect on prices here. Quietness here, of course, has no effect on markets elsewhere. A wholesaler says: "Prices will certainly not go down in Ceylons and Indians, but when the new crop here, Japans may be easier. But we can't see cheaper prices in sight for blacks."

MACARONI.—Manufacturers of macaroni will advance their prices as soon as their supplies of flour run out and they are compelled to buy at to-day's prices. Before the war they were buying flour at $2.25 per bag, whereas to-day it costs $3.90. Against this advance of $1.65, macaroni manufacturers have advanced their prices 90c. Unless the price of wheat takes a drop before their supply is exhausted, a further advance will undoubtedly take place. They happen to be well supplied at the present moment, but June should find them in the market for more flour.

"THE FACTS OF THE CASE."

Referring to the article in last week's Canadian Grocer under the heading: "The Facts of the Case," a large Montreal wholesale grocery firm pointed out that their sales during January were 13 per cent. better and in February 25 per cent. better than in January and February of 1914. They further stated their books demonstrated that this increase came from the country districts.

For several weeks past Canadian Grocer has been pointing out that business in the country communities was not lessened, but strengthened by the war. Prices of farm products have been high in nearly all lines, and export demand has greatly increased, so that naturally the farmer is equally as well, and in the majority of cases better off than he was a year ago. The position we have taken has been verified by the evidence of this Montreal wholesaler. It demonstrates that the country merchant and the merchant in the towns and cities who caters to the farmer are particularly well situated. The same evidence also shows the necessity of the retail dealer getting after the trade of the farmers.

CANNED GOODS.—Commission merchants here learn from Vancouver that the salmon market is disturbed this week following an enquiry addressed to all packers by the Provincial Government, asking for particulars of all unsold salmon, with prices. It is supposed in Vancouver that the enquiry comes from the Imperial Government, but the opinion held in Montreal is that the B. C. Government is about to buy the remainder of their contribution to the Imperial Government, as so far only a part has been donated.

Should the Government buy large quantities, it will have the tendency to cause an advance. The Government, it is suggested in some quarters, may take up practically everything available, which would leave in an awkward position the distributors who have not already covered their requirements. In Vancouver it is thought that the Government will likely buy more Pink Talls, and possibly some Chums, and as the stock remaining from the 1914 pack is already small, any action by the Government is likely practically to clean up the market.

In view of the above, it is rather surprising to find that Montreal wholesale houses this week dropped their prices on Fraser River Red Sockeye salmon, to $1.95-$2. The reason given is that the stock must be sold, as it cannot be held indefinitely. The price is not based on the primary market, however, but on the local market.

There was some interesting gossip going around this week to the effect that the French Government had been making enquiries here regarding canned tomatoes, beans, peas and corn, with the idea of purchasing large quantities for the Canadian troops. It was pointed out that the Canadian soldier would appreciate a tin of canned corn more than anything which he would be able to secure in Europe. It has been suggested that this is the reason why a tri-weekly steamship service has been arranged between Canada and France. It is easy to see that fifty thousand troops would soon make a big hole in our stock of canned goods.

ONTARIO MARKETS.

Toronto, March 18.—Trade has struck a quiet patch again, and brokers, importers and wholesalers are not too busy to take any orders that may come their way. March is usually a quiet month anyhow, and this year—after a pretty fair February—it is fairly dull. However, as the Yorkshireman says: "It mud have been wor'." Certainly it was very much worse three or four months ago, and general business conditions are indubitably on a better footing than they were. There are signs that things are picking up, and while no one

wants to work on any falsely safe premises, the pessimist is just as foolish in refusing to recognize such signs as there are of return to prosperity. Collections continue very fair, particularly in view of the transition stage through which we are passing. Country collections are especially satisfactory, which is another proof of our contention that the rural community has got the money.

It is improbable that we shall see any higher sugar market here for time being, though raws have advanced this last week in New York. The influences that have been at work to that end there hardly apply here. Sugar market in Toronto cannot be said to be busy, and, while the undertone is firm, it is not so strong that an advance is likely.

There is ample discussion in Old London as to the reasons why tea is going up, and up with no apparent probability of stopping. The idea of a "corner in tea" was more or less authoritatively dismissed last week in these columns by some very sane words from the London "Grocer." Apparently the tea market is suffering, and has suffered these many moons, from several accidents. Now and then a boat is sunk which has a heavy cargo. Freights are absurdly high. War risks have to be paid. Trans-shipping facilities are practically nil. Boats have to be docked and left in the dock for many days before the tea can be unloaded and loaded again for ports this side, because dock labor is scarce. A prominent tea concern showed us a letter this week, which is interesting. It urges that the real cause for such a high market is only a materially increased consumption, largely in Russia, and natural enough surely. If you can't have vodka, you must have tea. Part of this letter reads: "We ascertained that teas are shipped to Russia from here at the present moment. These go via Norway (Bergen), Sweden (Gefle), to a Finnish port, and from there by rail to Russia. The freight is something like £15 per ton, and the insurance 10 per cent., so we hear. It is also said that one of the boats was sunk the other day in the Baltic, having over 2,000 chests of tea for Wisotsky, Moscow, from London, on her." This letter was sent from the London office of a Canadian firm, on February 25th. Fifteen pounds sterling a ton and insurance to the tune of 10 per cent. have to be paid for by someone.

SUGAR.—Market is strong in New York, and last week raws were up to $4.84. Refiners have at last had to buy. They have been playing a waiting game, but their stocks got so low that they could wait no longer and bought in a rush. So the Cubans made good on the transaction. Market is a trifle easier, and we saw a cable this morning which said the market on raws was down an eighth. There is more buying to be done, however, and price on raws may be shaded slightly to get the business at once. France, it is said, is prospecting and seeing how the land lies, and there is talk of the English embargo being lifted, in which case Britain would be a buyer. Refined also advanced 15 cents in New York. Any advance is unlikely here at present. Demand is not sufficient.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lh. bags	7 01
2 and 5-lb. cartons	7 16
Nova Scotia refined, 100-lb. bags	6 76
New Brunswick refined, 100-lb. bags	6 86
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lh. boxes	7 26
25 lh. boxes	7 46
Crystal Diamonds—	
Barrels	7 01
100 lb. boxes	7 61
50 lh. boxes	7 71
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lumps—	
100 lh. boxes	7 61
50 lh. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Once more the London auction shows an advance of a halfpenny. The commonest teas in London are now worth fully tenpence-halfpenny, or 21 cents, and to get that here we must add buying, warehousing, shipping, freight, insurance, etc., charges. The Indian market is up a cent, too. The raises of the last two or three weeks—which have been more pronounced—will likely bring London and Colombo on a par. London has been up for a couple of weeks about the same degree that Ceylon has been down. There is some talk in London of an advance in the duty on tea, but as far as anybody other than Lloyd George knows, this is put down as rumor only, and tea men here do not place much credence in it.

Nothing definite can be ascertained with regard to a probable advance in package teas in Canada. But it seems to be common sense to suppose that tea men can't go on importing at high and yet higher prices every week without making some changes in their selling schedule to cover. There is nothing to do but follow Mr. Asquith's advice and "Wait and see," meanwhile taking note of the handwriting on the wall.

DRIED PRUNES.—There are few prunes around, but it is said that another car is coming into the market, and there ought to be quite a demand. Prices will likely be higher than at present. Prunes in primary market are tending towards slightly lower prices. Raisins are scarcer and scarcer, and few remaining may be bought for 9 cents. Candied peel displayed some activity this week, but not enough to count. The average jobber doesn't sell above ten boxes a month. Dates, currants and apricots have a very ordinary demand. Evaporated apples at 8 cents are a fairly good line this week. Peaches, which are very strong in the primary markets, are quiet again this week in this market. General demand for dried fruits just now is slow. Nobody seems to be buying, and some, though stocks in nearly all lines are very low, prices throughout remain unchanged.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lh.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lh.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lh. boxes	0 09	0 09½
Package dates	0 06	0 08½
Halloweea	0 07¼	0 07¼
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lh. boxes	0 12½	0 13½
50-60s, 25 lh. boxes	0 12	0 12½
60-70s, 50 lh. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lh. boxes	0 08	0 08
90-100s, 50 lh. boxes	0 07½	0 08
25-lh. boxes ¼c more.		
Peaches—		
Choice, 50-lh. boxes	0 08	0 08½
25-lh. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	....	0 09
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lh. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Market on shelled walnuts is strong, and at 38c to 40c they are cheap just now. We hear that a wholesaler offered 35c for them, but his offer was turned down. An importer is paying 35½c for a big lot at present on the way to him. There is quite a demand again for shelled walnuts. Shelled almonds are dull, and though we quote 37c to 40c, we hear that one or two lots have been bought under the low figure. Filberts at 35c are very slow.

	Per lh.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marhots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—The market remains firm, with good demand, especially for peppers and cream of tartar. Prices are still unchanged, but stocks in hands of merchants are getting lower and lower, and a general advance, we think, cannot be long delayed. In addition to the fact that new importations will come in for increased duty, there is a tie-up of freights and those stocks are held up. Meanwhile supplies here are being gradually depleted.

	Compound, per lb.	Pure per lb.
Spices—		
Allspices, ground	—0 10	—0 15
Allspices, whole	—....	—0 15
Cassia, whole	—....	0 21—0 26

Cassia, ground	0 14—0 16	0 21—0 26
Ciuuamou, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochiu	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, Africau, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

MOLASSES.—Market is quiet. There is no change in price. Little demand is visible. We should see new Barbadoes molasses here very soon now if freights can be secured. Price, it is said, will be high.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 040
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

COFFEES.—There is little feature to the market. It is fairly firm, with a good demand, at current prices. Market in New York has ruled steady.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicory	....	0 14

RICE AND TAPIOCA.—Market is strong, with Rangoon in particularly good position. It is said there may be some advance shortly. Patnas are firm too. Rice is apparently a good buy for the retailer at present. General opinion is inclined to the idea of higher prices.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

CANNED GOODS.—It is whispered round the street that there is going to be—as one wholesaler graphically puts it—"a bust-up" in the canned vegetable market. It is hinted that canned vegetables will come down materially in price. In connection with this we give—for what it is worth—a rumor to the effect that canned tomatoes have been selling in the West for 60c a dozen. This is said to be a fact. On the face of it it looks ridiculous. For tomatoes to sell to retailers in the West at 60c a dozen, they must have been laid down at 37c at least, as the freight is 23c or thereabouts. And 37c for tomatoes is absolutely ridiculous. Of course, it may mean 60c f.o.b. Ontario points.

In Ontario, however, there were some tomatoes which sold for 60c a couple of weeks ago. It was on this wise. A canner who needed the money told a broker to get 60c a dozen for about 4,000 tins of tomatoes. The broker got busy, and immediately some wholesaler got in and grabbed the whole offering—and certainly got some pretty cheap tomatoes. That broker who offered the vegetables had more letters in his mail bag the next day than he has had for some time. Anybody would have grabbed tomatoes, two weeks ago, at 60c a dozen. The trade should, of course, always appreciate the fact that tomato quality differs.

We hear that one wholesaler is offering tomatoes, as a special offer, at 75c a dozen. These must have cost him over 80c, so that he is selling at a loss. Probably his case can be duplicated. What has happened? Is no one eating canned tomatoes these days? Tomatoes of all lines are good sellers ordinarily, because they are so useful. But it looks as if the price is going to drop—and not necessarily gradually—in the near future.

MANITOBA MARKETS.

WINNIPEG, March 18.—The break up in weather has come earlier this year than usual. As a result the falling off in trade, always experienced when this break up is taking place, has also occurred somewhat earlier than usual. Because of the bad conditions of the roads, trade has been very quiet for the last week. It seems likely that it will continue quiet for a week or so more, after which a big improvement may be expected.

SUGAR.—Unexpectedly the New York refined market advanced 15c a day or two ago. What the cause of this advance was is not known on the local market. If it is up because of legitimate raw advances, Canadian sugar will be certain to follow. It is not sure, however, that the raw advances have everything to do with this New York rise. Locally sugar is strong. There seems practically no immediate chance of a decline.

No change in the syrup situation.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 80
Hard lump (100-lb. cases)	8 30
Montreal yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 25
Halves, 50 lbs., per cwt.	6 25
Bales, 20 lbs., per cwt.	6 30
Powdered, barrels	6 55
Powdered, 50s	5 90
Powdered, 25s	7 20
Icing, barrels	7 10
Icing, 50s	7 25
Icing, 25s	7 25
Icing, pails	7 15
Cut loaf, barrels	6 95
Cut loaf, 50s	7 20
Cut loaf, 25s	7 45
Sugar, British Columbia—	
Extra standard granulated	7 35
Bar sugar, bbls.	7 80
Bar sugar, boxes	8 00
Icing sugar, bbls.	8 00
Icing sugar, boxes	8 20
H. P. lumps, 100-lb. cases	8 30
H. P. lumps, 25-lb. boxes	8 55
Yellow, in bags	6 95
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	....	0 53
New Orleans	....	0 34
Maple Syrups—	**Per case.**	
Imperial quarts, case, 2 doz.	....	5 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal. case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—Further advances in apricots are likely to come after a time, also in currants, while raisin prices may be expected to advance to the extent of the new duty when new stocks arrive. This will probably be within the next fortnight. There have been no price changes this week, and except in the line mentioned no revision of prices seems immediately likely.

Apples, evaporated, new, 50's	....	0 08
Apples, evaporated, new, 25's	....	0 08¼
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, bulk (washed)	....	0 10¾
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 06½
Raisins, Valencias—		
3 crown, loose, 25's	....	0 08½
3 crown, loose, 50's	....	....
Fine selected	2 35	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾
70 to 80	....	0 09¾
60 to 70	....	0 10
50 to 60	....	0 10½
40 to 50	....	0 11
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11⅛
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05¾
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

RICE AND TAPIOCA.—Local stocks are becoming reduced, but there seems little likelihood of an advance in rice and tapioca—in spite of the advance in both lines on their primary market — until local supplies are practically cleaned up. The next movement should be in an upward direction, however.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05⅛
No. 2 Japan, per lb.	0 04½	0 04¾
Siam, per lb.	0 04	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 06
Tapioca, pearl, per lb.	....	0 04½

NUTS.—Some demand for peanuts—other lines exceedingly quiet. Prices steady.

Nuts—	Per lb.
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12½
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 52

BEANS.—The week has been without any advance in this market—rather an unusual thing according to present conditions. Still there are big export orders of beans, and it seems certain that no lower prices are to be looked for until November 1st, when the new crop comes in.

Split peas have not yet advanced on the Winnipeg market, but may be expected to do so as peas have recently gone up in the east.

Barley has not yet advanced, but still the opinion is that it will be raised materially, possibly before the end of the month.

Beans—		
Canadian, hand-picked	3 85	3 95
3-lb. pickers	....	3 65
California Lima Beans—		
Bag lots	....	0 08
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 05
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	5 75
Sack, 40's	....	2 90
Whole peas, bushel	....	2 75

SASKATCHEWAN MARKETS.

REGINA, Sask., March 15.—From the standpoint of business, the week just past, has been the best of the season. Business is looking up, and the prospects are bright for good brisk trading during the next few weeks. Markets are quiet. Eggs which a week ago were 25c per doz. have dropped to 20c. This is a very low price for eggs at this time of year. They are coming in plentifully. Butter is firm. No. 1 dairly being in good demand. Lard is firm. Sugar is firm and an advance is looked for. Raw sugar on the New York market is advancing. Fancy apples are higher at $1.60 per box.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 35
Butter, dairy, No. 1	....	0 25
Cheese, per lb., large	....	0 20
Eggs, new laids	....	0 20
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 55
General—		
Beans, Ontario, per bushel	....	3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 80
Potatoes, N.B., per bush., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.	....	6 00
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	7 44
Sugar, yellow per cwt.	....	6 40
Walnuts, shelled, 44c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 85
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 36
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl. in Ontario	....	4 35
Apples, fancy, box	....	1 60
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 75
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08¾
Prunes, 70-80, 25's, lb.	....	0 10½

ALBERTA MARKETS.

By Wire.

Edmonton, March 18.—Edmonton weather has been conducive to good trade in Edmonton district. Oats are showing surprising firmness, and flour is firm again. From reports to hand, no immediate advance may be expected. Cheese is very scarce, and prunes are higher. Butter, creamery, has advanced 2c to 37c. Ontario beans are $3.70 and Japan $3.80-$4. Rolled oats—20's have advanced to 93c; 40's are higher by 5c, and bail are now $4, and 80's $3.60. Flour is up slightly to $3.95 to $4.10. Sugar, granulated, is $7.80 to $7.90. Yellow is down to $7.15. No changes are reported in canned goods or fruits.

Produce and Provisions—		
Cheese, per lb.	0 20	0 21
Butter, creamery, per lb.	....	0 37
Butter, dairy, No. 1, 26-28c; No. 2...	....	0 25
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 58
General—		
Beans, Ontario, per bushel	....	3 70
Beans, Japan, per bush.	3 80	4 00
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 50's	0 08¼	0 08½
Potatoes, per bush	0 65	0 70
Rolled oats, 20's, 93c; 40's	....	1 83
Rolled oats, bail, $4; 80's	....	3 60
Flour, 98's	3 95	4 10
Rice, per cwt.	....	3 90
Sugar, standard gran., per cwt.	7 80	7 90
Sugar, yellow, per cwt.	....	7 15
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

NEW BRUNSWICK MARKETS.

By Wire.

St. John, March 18.—Bottom has dropped from the egg market this week, dealers being overwhelmed with stocks. Prices fell to 22c to 23c, with lower tendencies. Dealers who bought last week at 28c and 30c are hoping price will come back before Easter, but are doubtful. Barreled beef is easier. Corned beef, tinned, is firmer at $2.75 and $2.85. There is no change in flour following the drop of 30c last week. Dealers, however, think it won't be much cheaper even with opening of the Dardanelles, though that may have slight effect at first. Molasses are firm, but no change. There is a stronger tone to beans, and dealers look for advance. New English peels have arrived, and are a little higher. Dairy market is firmer, butter being particularly scarce, and is higher. Cheese is still going up, and is now 19c to 19½. General business is good.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 00	27 00
Beef, corned	2 75	2 85
Pork, American clear, per bbl.	25 25	28 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 22	0 23
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 19	0 19½
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	8 65
Flour, Ontario	....	8 30
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45

OTTAWA GROCERS CONSIDER LIVE PROBLEMS.

Ottawa, March 18.—(Special).— Few grocers here give the Ottawa Retail Grocers' Association the amount of credit which is its due. For quite a while they have been quietly but persistently fighting the pedlar evil and last week their efforts were rewarded by forcing the pedlars to take out a license from now until May at $15, and after May 1st, $30 per year.

Now that the fighting fever has got a good hold, it needs little oil to keep it burning. So their next move is after the scalp of the deadbeat. A lively debate took place at their last meeting which was started by R. H. Beck describing his efficient plan, which had the support of the members present. The matter was tabled until next meeting on March 25, on the suggestion of Messrs. Doyle and E. C. Jamieson, R. M. A. organizers, who are taking the suggestion to the trade personally. Every grocer in Ottawa therefore should attend this meeting at 8 p.m. in the Board of Trade rooms at corner of Queen and Elgin streets.

Editor Canadian Grocer.—The new ad valorem tariff of seven and one-half per cent. seems to be upsetting business a good deal more than was at first anticipated. Some jobbers in adjusting prices just seem to want to add a little more than the situation warrants. Agents of foreign manufacturers are using their influences to make the jobbers' prices to the retailers as favorable to the manufacturer as possible. Now what I would suggest is that the manufacturers themselves should stand a good share of this tax until the war is over.

Most of them are very wealthy concerns who have profited to a great extent on the labors of the retailer and now when the jobber says the price is to be such and such, they say, "Oh, that's too high, it will kill the consumption." Now, my idea is that the jobber should get them to right their prices. Let them reduce their prices instead of holding them up.

RETAILER.

Hamilton, Ont., March 17.

Fruit and Vegetables

Potatoes Lower: Carrots Firmer

Big Supplies of Lettuce Put Price Down—Carrots Firmer and Higher in Toronto — Slump in Beets, Celeries, Potatoes and Turnips—Trade Not So Good as Usual.

MONTREAL.

FRUIT.—It is customary to expect several holiday lines in for Easter, and among them will no doubt be kumquats and endives. Quite a number of new new vegetables will be in. Apples and oranges continue to be features of fruit market, the market for apples inclining upward slightly all the time. Persistent reports are that No 1 Russets will sell at 5.00 and 6.00, although one of the largest Montreal fruit houses continues to quote 4.50. Floridas, all sizes, are quoted at 2.75, which is 25c higher than a week ago. Cocoanuts are quoted at 4.00 this week, which is an advance of 50c per sack. Cranberries change very little, but the demand is very slow. Pineapples are arriving in good condition now, worth 4.00 to 4.50 per crate of 24. Pears are selling 2.00 per box, but only storage are being offered. Peaches are coming in, but only on order. Strawberries are now in, offered at 60c per quart box.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No. 1, bbl.	....	3 75
Spies, No. 1, bbl.	4 50	5 00
Russets, No. 1, bbl.	....	4 50
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 00
Cranberries, bbl.	....	5 00
Grapefruits, case	2 00	2 50
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	....	1 25
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 50	2 75
Oranges—		
Cal Navel, 126-150-176-200-216-250-288....	2 75	3 00
Cal., 96-100 size box	....	2 50
Florida, 176-200-216	2 50	2 70
Florida, 126-150	2 50	2 70
Mexican, 126-150-176-200-216-250	2 00	2 25
Valencias, 714 size, large cases	....	4 50
Bitter oranges	2 00	2 50
Pineapples, case	4 50	5 00
Strawberries, qt. box	....	0 60

VEGETABLES.—A feature of the vegetable market is the drop in lettuce, both curly and head, the former being down to 1.60 per box, and the latter to 1.75. With more sunshine, the supply reaching Boston is larger. New carrots and beets are on this market, and are quoted at 2.75 per crate, there being 20 bunches in each crate. A letter received here from Bermuda states that supplies are a little off this year, and prices may be higher. Wax and green beans are bringing high prices, and few are arriving. They are quoted 6.00 to 7.00. Spinach is now worth 4.00 to 4.25 per bbl. American Brussels sprouts are still quoted 25c per qt., but the price is too high to permit of any demand in this country. Cabbage, which was selling for 1.00 per bbl. last week, is now worth 1.50, and the demand is very heavy. The same condition exists in the market for cauliflowers, which last week were worth about 4.00 per crate of 2 doz. To-day, the same crate is quoted at 6.75, or 3.50 per doz. Cauliflowers are very difficult to secure, but the price may be down for Easter. No more California celery to arrive. Supplies will now come from Florida at 3.75 per crate, which is arriving in big quantities, the quality being only fair. This celery is inclined to be bad in the heart. Spanish onions are up to 5.00 per case. Leeks are also up, the quotation now being 3.75, the reason being a scarcity. Good tomatoes are also scarce.

Beets, new, crate	....	2 75
Beets, bag	....	0 75
Beans, wax, basket	....	7 00
Beans, green, basket	....	7 00
Brussels Sprouts, American, quart	....	0 25
Cabbage, per bbl.	....	1 50
Cabbage, red, bbl.	....	1 25
Carrots, bag	....	0 75
Carrots, new, crate	....	2 75
Cauliflowers, Florida-Cal., doz.	....	3 50
Cucumbers, fancy, doz.	2 00	3 00
Celery, Florida	....	3 75
Horseradish, lb.	....	0 12½
Leeks, doz. bunch	....	3 75
Lettuce, head, per box	....	1 75
Curly lettuce, per box	....	1 60
Mushrooms, basket	....	2 00
Onions—		
Spanish, per case	....	5 00
Red, 100-lb. bags	....	2 00
Yellow, 100-lb. bag	....	2 25
Parsnips, bag	....	0 90
Parsley, American, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 60
Potatoes—		
Montreal, bag	0 60	0 65
New, bbl., 150 lbs.	..	7 00
Potatoes, sweet, Jersey, hpr.	....	2 50
Radishes, doz.	....	0 50
Rhubarb, hothouse, doz.	1 00	1 25
Spinach, American, in bbls.	4 00	4 25
Turnips, bag	....	0 75
Tomatoes, Florida, crate	....	5 75
Tomatoes, Bahamas, crate	..	3 50
Watercress, American, doz.	0 90	1 00

TORONTO.

FRUIT.—Western boxed apples are selling well at $1.75 a box. Some are getting $2 for them. They are very fine apples, and there are lots of them just come in. Navels are somewhat firmer. Demand keeps up, and they are selling well. There is an easier tone to pineapples, and we quote $4.75 to $5, which is down anywhere from twenty-five to fifty cents below last week's prices. Cranberries are slow and easier in price again. There is a very limited demand, and we quote $5. Spies are easier this week after a good run at good prices. They are down to $4.25 and $4.50. Lemons have their usual steady trade. Pears at $3.25 are slow-selling. Business is a trifle dull this week in most lines.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 25	4 50
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 40	1 75
Cocoanuts, sack	4 00	4 50
Cranberries	5 00	5 25
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	5 00	6 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California navels	2 50	2 75
Bitter for marmalade, per box	....	2 50
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 1.....0.....	4 75	5 00
Grapefruit	2 75	3 00

VEGETABLES. — Celeries continue "best sellers," though Florida is down very slightly. We quote $3 to $3.25. Carrots are firmer. Last week they were very dull but they have rallied considerably and the best are fetching 50 cents. Potatoes, of both kinds, are easier. Delawares are down to 65 to 70 cents, and Canadians dropped a nickel, too. At that they are slow, unusually so for this time of the year. Turnips sell well at thirty cents a bag. Head lettuce is moving quickly at $3. There is a car of Florida new cabbage in, selling at $3. Mushrooms at $2 find a readier sale than might be supposed. There are two or three cars of tomatoes in and they are

(Continued on page 47.)

Fish and Oysters

Fresh Fish Arriving

In Montreal, Dore, Perch, Pike and Other Lines of Fresh Fish Are Making Appearance—Opening Prices High—White Fish Good Seller in Toronto — Trade Rather Slow in Ontario Markets.

MONTREAL.

FISH AND OYSTERS.—Market is fairly active, and prices in most lines are inclined to be weak. There is still a large supply of frozen fish, such as halibut, salmon, haddock and codfish, and it is questionable whether it will all be cleaned up before the fresh season opens. Already a few lines of fresh fish have arrived, among which are dore, perch and pike, representing lake and river fish, and haddock and codfish representing sea fish. If supplies of frozen stock do not move out with more rapidity, prices are likely to drop still further. Big reductions have been made in Montreal quotations on several lines this week. No fresh halibut is expected from the west coast for a while, as the weather is not very favorable for fishing operations. It looks as though some of the frozen and smoked fish will have to be carried over unless the markets are cleaned up soon. Opening prices for fresh fish are high: —Dore 15c, pike 10c, perch 8c, codfish 6-7c, haddocks 5½-6c. Among the lines of frozen fish which have declined this week halibut and salmon are very prominent. Next week, shipments of Holland herrings are expected, the price of which will be up 20 per cent. on account of fishing in the North Sea being restricted because of the war. Lobsters are getting a little more plentiful, and are selling at 30c. They will probably be cheaper. The demand for oysters is quiet, and prices are about the same.

Flounders are offered cheap this week, one house quoting 6c per lb.

TORONTO.

FISH AND OYSTERS.—Lent, in so far as it was beneficial to the fish trade, has fallen from its high estate. The fish business is quiet again. Last week trade seemed to have bucked up considerably, but the pendulum has swung the other way. Red sea salmon is a leader this week, and prices are very firm with a good demand. Haddock and cod, consequent, possibly, upon their advance last week, are selling below the average. Large whitefish is selling fairly well, though there again demand has fallen off some. Price, is still 9c. Flounders are moving quickly at 14 cents. Ciscoes are having a better demand than for some time. Fish men lament the passing of the oyster trade—or much of it. With apologies to the old song about "Who killed Cock Robin?" they want to know "Who killed the oyster trade?" "I, said the Tariff—." Trade in shelled stuff generally is quiet. In smoked lines haddies are in good demand. But all lines seem slow sellers. Effect of Lent is falling off. The people who "cut out" things during the time for fasting are letting them creep in again.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.06½	.10-.12
Haddies, fillets, per lb.	.08	.12
Haddies, Niohe, boneless, per lb.	.08¼	.
Herring, Ciscoe, per box	1.40	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	.
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.10	.21
Red, steel heads, per lb.	.10	.12-.13
Red, sockeyes, per lb.	.10	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.08-.08½	.09
Halibut, eastern chicken, per lb.	.08-08½	.10
Mackerel, bloater, per lb.	.08-.08¼	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.16-.17	...
Smelts	.09	.18-.20
Herrings, per 100 counts	3.50	...
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	...
Dressed or skinless codfish, 100-lb. case	7 25	3 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each	0 40	....
Sealed, best select, quart cans, each	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 45
Live lobsters, medium and large, lb.	0 28	....
Boiled lobsters, medium and large	0 30	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 06	0 08
Steak cod, fancy, express, lb.	0 07	0 10
Carp	0 12	....
Herrings, lake	0 04½	....
Flounders	0 07	0 14

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tullbees, per lb.	.06½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06-.06¼	.07
Pike, round, per lb.	.06¼-.06	.07-.08
Tom cods, new, per bbl.	1.00	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 50	....
Holland herrings, mixed, kegs	5 85	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—The unseasonably mild weather which has obtained all through March, has done much to check the demand for fish. Sales have fallen off considerably, and it seems impossible to stimulate the demand unless colder weather returns. There have been no changes in price this week. The Saskatchewan fish, which upset the market somewhat in February, does not seem to be having much effect now. Probably the stock is used up.

(Continued on page 47.)

Produce and Provisions

New Laids at Twenty Cents

Considerable Drop in New-Laid Eggs on Large Markets This Week—As Low as Twenty Cents in Toronto—Butter Firmer—Cheese for Export—Some Poultry Higher.

MONTREAL.

PROVISIONS.—Business is quiet all round, dealers not being inclined yet to place orders for Easter, preferring to wait and see if anything happens. While there are few actual changes, there is a tendency to shade prices for large quantities. Heavy short cut mess and heavy clear are quoted a dollar higher. This is Canadian pork, for which the supply is not big, and the demand slightly better. Market for compound lard is not steady, some selling at 9¾c, and others at 10c.

Hams—		
Medium, per lb.		0 17
Large, per lb.		0 16
Backs—		
Plain, bone in		0 24
Boneless		0 23
Peameal		0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll		0 16
Shoulders, bone in		0 14
Shoulders, boneless		0 15
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.		0 28
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess		26 00
Heavy short cut clear		26 00
Clear fat backs		29 50
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net		0 11¾
Tubs, 50 lbs., net		0 12½
Boxes, 50 lbs. net		0 12
Pails, wood, 20 lbs., gross		0 12¼
Pails, tin, 20 lbs., gross		0 11¾
Cases, 10-lb. tins, 60 in case		0 12½
Cases, 3 and 5-lb. tins, 60 in case		0 12¾
Bricks, 1 lb., each		0 13
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net		0 10½
Boxes, 50 lbs., net		0 10¾
Pails, wood, 20 lbs., net		0 10¾
Pails, tin, 20 lbs., gross		0 10¾
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb., each		0 12½
Hogs—		
Dressed, abattoir killed	11 25	11 50

BUTTER.—A weaker feeling was noticeable in this market during latter part of last week, and prices were shaded slightly in several instances on account of larger supplies coming forward than was expected, and a slight falling off in demand. The effect of high prices on consumption is having its effect on the demand. It would seem then, that the top of market had been reached. Our quotations remain the same, though had it not been for the surtax recently imposed, prices would already have been lower, as American butter would have been coming on to this market. As it is, our quotation for finest creamery remains at 37c, although it would not be surprising to see something lower before the week is out.

Butter—	
Finest creamery	0 37
Dairy prints	0 32
Dairy, solids	0 30
Separator prints	0 30
Bakers'	0 28

CHEESE.—The market is firm, none being made. How the market goes depends on how long old stock will last, as new butter will not be made for several weeks yet. The demand remains steady. Cheese factories are expected to open up much earlier this year on account of the high prices prevailing.

Cheese—		
New make	0 18	0 19
Old specials, per lb.	0 20	0 21
Stilton	0 19	0 20

EGGS.—All eyes are centered on this market this week, the decline which occurred last week having continued, until now the grocer can buy at 24c, even at 23c, with prospects of still lower prices by the time this issue is in the hands of readers. Nobody knows how far this decline will go. Some people think the price cannot possibly go any lower to be profitable, although lower prices have been recorded in previous years. It is significant, however, that the price today is 4c per doz. lower than it was at same time last year, and the season is two weeks ahead. New laids are arriving from every point of the compass. Storage eggs are practically off market, new laid splits now being offered at 22c.

Eggs, case lots—		
New laids	0 23	0 24
Splits, new laid		0 22

POULTRY.—This week we quote two lines of fowl—5 lbs. and over, 18-20c, and small fowl, 14-16c. Prices for dressed fowl are about same as for live. Crate fed chickens (live) are off the market, none coming in. The season is about over for them. Business generally is about the same, with few changes in quotations. No marked improvement in business is expected just now.

Fresh Stock—	Live.	Dressed.
Fowl, 5 lbs. and over	18—20	18—20
Fowl, small	14—16	14—16
Spring chicken	14—15	16—20
Fancy, crate-fed chickens, 5 lbs.	14—18	20—25
Turkeys, fancy		21—24
Ducks	20—22	14—17
Geese	13—15	14—15
Pigeons, pair		30—35
Squab pigeons, pair		50

TORONTO.

PROVISIONS. — Demand continues fairly active for cooked meats, though usually business in this line is light at this time of the year. Lard continues easy, compound in particular. Easter is sure to help provision business.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15¼
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 13¾
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12¼
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.		7 45
Live, fed and watered, per cwt.		7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—Prices show no change, but market is firmer here. Butter is scarce throughout the province; exports are again fairly heavy and until the new stuff comes along the make is scarce. American butter is coming in and acting as agent in keeping prices down. It is said that several lots of butter have been bought for Montreal account. A few lots of new milk butter have been received but the new won't come in in quantities for some time yet.

Butter—		
Creamery prints, fresh made	0 35	0 36
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 20	0 23

CHEESE.—Britain continues to cry loudly for cheese and prices over there for Canadian cheese are higher than have been known. Pity is that exporters here haven't more to get rid of. New large is worth 19c this week, a quarter of a cent higher than our last quotation. Old, twins, is down the same amount to 19¾c. There will, it is said, be a few fodders turned out in March from the factories, but we shan't see much of the new make until April, when it is said it will be larger than last year, because of the high prices.

Cheese—		
Old, large	0 19¼	0 19¾
Old, twins	0 19¼	0 19¾
New, large	0 18½	0 19
New, twins	0 18¾	0 19

EGGS.—Price of new laids is down as low as 20 and 21c. and we understand that outside the city retailers can buy at 16 to 17 cents. Our low price last week—at time of going to press—was 28 cents, and a drop of 7 cents is considerable. Canadian Grocer is also among the prophets. New laids are rolling in, a couple of weeks ahead of last year, so far as quantity goes, and there was no reason why new laids should cost the retailer more than 20 cents, and the farmer sees the American handwriting on the wall. Such a low price on eggs is obviously a good thing for the retailer. If he buys at 20c. and sells at 25c a dozen to the consumer he is, of course, making a better profit than by buying at 29 and selling at 34c. We saw some new laids a day or two ago in a store retailing at 25c. There are now no storage eggs at all. New laids are the only thing.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 20	0 21
Straights	0 25	0 27
Trade eggs	0 24	0 25

POULTRY.—Dressed fowl is firm, in good demand, and a cent higher than last week, at 15c. Ducks, live and dressed, are up a couple of cents too. Chicken is selling well at prices which obtained last week.

Fresh Stock—	Live.	Dressed.
Fowl	0 10—0 11	0 13—0 15
Spring chicken, lb.	0 11—0 13	0 15—0 18
Fancy, crate fed chicken, 5 lbs.	0 13—0 15	0 18—0 20
Turkeys, fancy	——	0 20—0 22
Turkeys, old Tom	0 13—0 15	0 18—0 20
Ducks	0 10—0 12	0 15—0 17
Geese	0 07—0 10	0 10—0 13

HONEY.—There is nothing new to report in this market, and prices are unaltered.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	0 12	0 12½
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½

WINNIPEG.

PRODUCE.—The market is very strong. This applies to practically all lines being sold locally. Lard is especially firm, having been advanced ¾c. tierces now selling at 12¾c. The advance here is due to the scarcity of lard. Little seems to be coming on the market.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 12¾
Tubs, 60s	....	7 15
Pails, 20s	....	2 68
Cases, 5s	....	7 73
Cases, 3s	....	7 80

BUTTER.—Prices hold steady here because of the good demand and the high prices being asked for Eastern Townships. Manitoba creamery is holding high and seems likely to remain high.

Butter—		
Creamery, Manitoba	0 33	0 35
Dairy	0 27	0 31
Cooking	0 22	0 23

CHEESE.—This advanced last week and is still at the quotations then struck but may go higher any minute. The supply is limited.

Cheese—		
New, large	0 19	0 20
New, twins	0 20½	0 21

EGGS.—The tendency here is downward, though demand is exceedingly good. Present prices remain as last week but the mild weather of the last three days and the good supply of eggs coming in from the south would indicate that lower prices may be expected.

Eggs—		
New laid	....	0 30
Storage firsts	0 22	0 23

POULTRY. — Stocks are becoming further reduced. Only a few handlers have any to dispose of. The demand is good and prices are steady.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 10	0 30
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLE MARKET.

(Continued from page 44.)

fetching $4.50 to $5 a crate. We hear of some going for $4. These will get easier right along now, week by week. Beets are down to fifty cents, which is considerably lower. There is not much doing though. Cucumbers at $2.75 to $3.50 have a steady trade. Business in all lines is nothing to shout about. It would seem to have suddenly fallen off, without any apparent reason.

Beets, Canadian, bag	0 45	0 50
Cabbage, Canadian, dozen	0 40	0 50
Carrots, bag	0 45	0 50
California cauliflower	3 50	3 75
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 75	3 50
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	3 00	3 25
Mushrooms, per lb.	0 70	0 90
Water cress, 11-qt. basket	....	0 50
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag	....	0 30
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	4 00	4 50
Lettuce, Boston, head, small	3 00	3 25
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUIT AND VEGETABLES.—While no changes in prices have been struck this week a slight decrease in oranges is likely to be in effect next week as icing cars is to commence almost immediately. The demand for fruit is good. From the country good sized orders are being received, regular heated car service making it possible to ship without danger of frost.

Apples—		
Washington	....	1 60
Apples, bbls.	4 50	6 00
B. C. box apples	....	1 50
Cranberries, case	....	2 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	8 00
Grape fruit	2 75	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	3 00	3 50

VEGETABLES. — Celery is selling well at the quotation of $6.50 struck last week. This will not be on the market very much longer. Rhubarb is getting more plentiful and is in big demand. For lettuce, too, the call is heavy.

Celery, California	6 00	6 50
Cabbages, per lb.	....	0 02
Cauliflower, per doz.	....	2 00
Head lettuce, California, per doz.	....	0 90
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	5 50	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	....	0 05
Tomatoes, California, per case	....	9 00
Honey, comb, per case (24 sections)	....	5 50
Rhubarb, per lb.	....	0 15

FISH AND OYSTER MARKET.

(Continued from page 45.)

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mullets	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 .2
Frozen halibut	....	0 09½
Salmon	....	0 12
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal., Imperial	....	2 90
Carriers (4¼ Imperial gal.)	....	10 75
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per lb.	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

Grocers' Letter Box

Editor Canadian Grocer.—Kindly publish the address of firms selling letter-copying machines so as to enable me to make my own circular letters.

J. L. R., Wanginni, Sask.

March 5, 1915.

Editorial Note.—This class of machine is not made in Canada but is manufactured in the U.S. by Felix F. Daus Duplicator Co., 111 John street, New York City; Detroit Dupligraph Co., Vermont avenue, Detroit, Mich.; Omnigraph Co., Citizens Bank Building, Cleveland, Ohio.

Flour and Cereals

Flour Firmer: Some Prices Higher

Dardanelles Discounted Too Much on Wheat Market — Winnipeg Wheat Advancing Again— Montreal and Winnipeg Quote Higher Flour Prices — Rolled Oats Firmer— Split Peas Moving.

MONTREAL.

FLOUR.—The flour market has been decidedly easier, but is up again now on account of the higher price of wheat. With these conditions prevailing, wholesalers will not buy wheat except absolutely in need. It is no use millers putting up their prices when there is no business offering. It is difficult to say how long stocks will last. Some dealers will be buying again in a month, and some will not be in the market for several months. In winter wheat flour there is a quiet steady business, which differs somewhat from Manitoba wheat flour, the millers of which usually fill their customers up immediately on an advance in prices, thus bringing about these periodically quiet periods. One of the big flour dealers expressed the opinion this week that prices of Ontario wheat flour would go higher, and that by May 1 supplies would be cleaned up.

Manitoba Wheat Flour—	Per bbl.	of 2 bags
First patents	....	7 80
Second patents	....	7 30
Strong bakers	....	7 10

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 75	7 75
90 per cent., in wood	7 40	7 50
90 per cent. in bags	3 25	3 50
Blended flour, bags	6 90	7 00

CEREALS.—There is unusual quietness in this market, most dealers having filled up when the prices were about half a dollar lower. With the market standing around 3.70, they are not likely to buy. Prices for package goods remain the same as for the past two or three weeks.

Cornmeal—	Per 98-lb. sack	
Gold dust	2 50	2 55
Unbolted	....	2 25
Rolled Oats—	90's in jute.	
Small lots	3 85	....
25 bags or more	3 70	....
Packages, case	....	4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 65
Hominy, per 98-lb. sack	....	2 75
Corn flour, bag	....	3 05
Rye flour, bag	....	3 60

FEEDS.—No changes were made this week in feed prices. Bran and shorts are still down, and the feeling is that prices were too high. They are likely, however, to remain high, as it is a long time before weather will be suitable for turning cattle out on grass.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	3 00
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 35

TORONTO.

FLOUR.—Following upon declines in prices last week the market has proved resilient, and is considerably stronger, though prices at present remain at the lower levels. Apparently the possibilities of opening of the Dardanelles have been too much discounted. The statement of the British admiral commanding the squadron in the Bosphorus was to the effect that he hoped to be successful in reducing the Dardanelles by Easter. It is still some time to Easter and it is at least problematic whether even by that time the Russian wheat—to the tune of sixty-five millions of bushels — will have been freed.

Wheat on the Winnipeg exchange which, so lately, was at $1.38, reached $1.47 as we wrote last week, and is now at $1.56 or even higher. This is pretty nearly the high which it registered previously—$1.60. Flour prices are, therefore low at present. They were figured, it is said on the basis of $1.50 wheat, and that was when fancy patents were at $7.80 a barrel. Now, with wheat at $1.56 or higher, flour is at $7.50. So that quotations are low rather than high, and we think that we shall see higher flour prices again shortly. Foreigners are still calling loudly for wheat and flour, though more for the former than the latter. There is more demand for cash wheat than can be supplied. Export business on flour is still comparatively dull. Domestic business is steadily good.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	7 90	7 70
Second patents	7 40	7 20
Strong bakers	7 20	7 10

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	7 70	7 50
90 per cent.	7 50	7 30
Straigbt roller	7 30	7 10
Blended flour	7 30	7 30

CEREALS.—Rolled oats have rallied some and are firmer at ruling prices, though it is said that most possible buyers are fairly well stocked. Barley continues very strong, both pearl and pot. There is not much to be had, and there is an unusually good demand. Split peas are very scarce and there is a big call for them for export. We hear of several cars sold to New York for probable export to the West Indies. Export business generally is dull. This is largely due to the fact that, owing to the infrequency of sailings, buyers on the other side cannot get through what they have bought already, and are not inclined to buy more until they do.

Barley, pearl, 98 lbs.	....	6 00
Buckwbeat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 82½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 78	3 90
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 60
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—All lines are somewhat easier, but not lower in price. There was a reduction last week and it is unlikely that the quieter tone means anything but the usual vagary of prices.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	....	0 60

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OATMEAL

&

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Rainbow Flour *for bread*

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TORONTO

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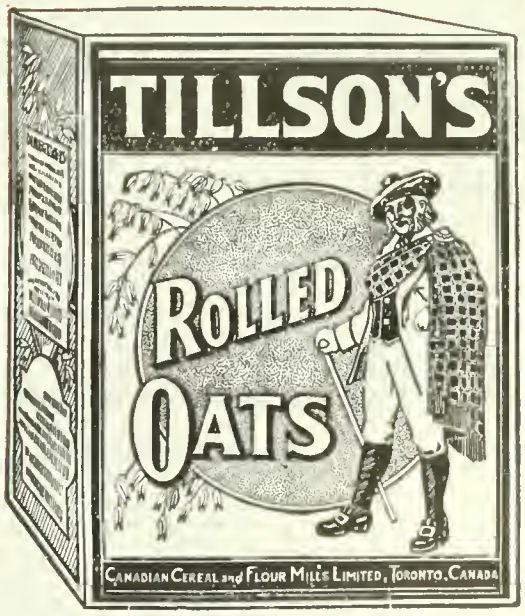

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One hundred per cent. of the wheat used in the manufacture of

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(Star)
and
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brands is *Canadian Manitoba Hard Wheat.*

It has been proven by us that Canadian wheat makes a macaroni not only equal but superior to any imported.

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BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 30

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3 85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

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For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

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100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weigbt 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weigbt 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weigbt 85 lbs.	4 50
King's Food, 2 doz. to case, weigbt 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weigbt 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weigbt 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 86

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 [illegible]
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

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It's easy to order your flaked wheat in that way, but what did you get? You left it to the traveller, who left it to the house, and the house left it to the shipper, and you got —we'll say, er, what was coming to you.

It is less trouble for you to order in that indefinite way, but remember, you're the man who foots the bill. It is easy to get into a lot of trouble with a barrel of "bum" flaked wheat.

A second's care in specifying "WHITE SWAN FLAKED WHEAT" when giving your order will save you hours of explaining.

White Swan is the highest-priced flaked wheat on the market, and the cheapest, because the wheat is selected, bag by bag, from the best of Ontario winter white—we buy direct from the farmers. It is milled by men who know how.

It is so good that we unhesitatingly guarantee every barrel against moths, weavil, worms, and sourness for six months. Our money-back guarantee is your protection against loss, if you are dissatisfied in any way.

White Swan Flaked Wheat costs more and is worth it, because YOUR PROFIT IS CERTAIN. Our guarantee protects you.

White Swan Spices and Cereals, Ltd.

156 Pearl Street, TORONTO, ONT.

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

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Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

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BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight, 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

G. Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

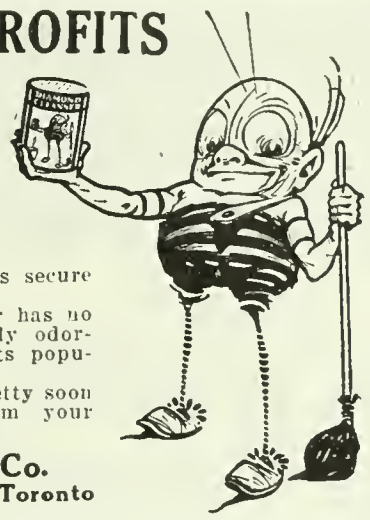
Edmund Littler
169 William Street
MONTREAL, CANADA

SALES AND PROFITS

Are assured on

DIAMOND CLEANSER

(Made-in-Canada)



It costs you $3 a case of forty-eight cans, and sells at 3 for 25c, or 10c a can. But most grocers prefer to buy in five-case lots at $2.85, and thus secure a still larger profit.
As a cleaner Diamond Cleanser has no equal on the market. Perfectly odorless, harmless to the hands, its popularity is growing every day.
Spring cleaning will be here pretty soon—better order a supply from your jobber to-day.

Stephens, Welch & Co.
7 Ossington Ave. Toronto

An Inexperienced Grocer

may choose color, form and aroma in his line of cigars, but the name 7-20-4 is his guarantee of high quality and satisfaction clean through. For better satisfied customers and more repeat sales let the name 7-20-4 be *your* safe guide. Stock up to-day.

Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.

We Can Supplant German and Austrian Woodenware Specialties

If we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.
J. W. Bickle & Greening, Hamilton.
F. M. Baker, 27½ Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St., Ottawa,
W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

Medical Science and Sardines

By Special Royal Permission.

Medical science tells us that the sardine supplies an excellent proportion of nitrogenous material — a body builder and brain food.

This, together with the fact that

"King Oscar" Brand Sardines

are packed in pure Olive Oil makes them a most desirable food.

Recommend "King Oscar" Brand Sardines, they will make for more business and better profits.

Canadian Agents

J. W. Bickle & Greening
(J. A. Henderson)
HAMILTON, ONTARIO

New Cabbage

Arriving from Florida.

Fresh Tomatoes
Pineapples
Mushrooms

All Southern vegetables coming more freely. **Remember** if it's new and good we're sure to have it.

Fish for Lent

Don't forget that we are large **Fish Dealers,** handling all the lines of **Sea, Lake and River Fish.**

TRY US.

White & Co., Limited

Wholesale Fruit and Fish

TORONTO and HAMILTON

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz..	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $1.60; 1s, $2.75; 2s, $5; 6s, $15.50; 14s, $37.

Roast Beef, ½s, $1.60; 1s, $2.75; 2s, $5; 6s, $16.

Boiled Beef, 1s, $2.75; 2s, $5; 6s, $16.

Jellied Veal, ½s, $1.60; 1s, $2.75; 2s, $4.50; 6s, $16.

Corned Beef Hash, ½s, $1.50; 1s, $2.10; 2s, $3.

Beefsteak and Onions, ½s, $1.60; 1s, $2.75; 2s, $5.

Cambridge Sausage, 1s, $2.75; 2s, $4.50.

Boneless Pigs' Feet, ½s, $1.50; 1s, $2.25; 2s, $4.25.

Lambs' Tongues, ½s, $2.

Sliced Smoked Beef, tins, ½s, $1.75; 1s, $2.75.

Sliced Smoked Beef, glass, ¼s, $1.35; ½s, $2; 1s, $2.75.

Tongue, Ham and Veal Pate, ½s, $1.20.

Ham and Veal, ½s, $1.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, $1.

Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, $1.25.

Ox Tongues, tins, ½s, $2.50; 1s, $5.50; 1½s, $8; 2s, $10.

Ox Tongues, Glass, 1½s, $10; 2s, $12.

Mincemeat, Hermetically Sealed Tins, 1s, $1.25; 2s, $1.95; 3s, $3; 4s, $4; 5s, $5.

In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.
In Glass, 1s, $2.25.

Plum Pudding, 1s, $1.75; 2s, $2.25.

Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, $1.40; 1, $1.85.

Clark's Peanut Butter—Pails 24 lbs., 15c per lb.

Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.95; 16 oz., $2.40.

Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.

Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1.00; 3, $1.40; 6, $4.50; 12, $7.25.

Pork & Beans, Chili Flat, 1, 60c; 2, $1.00; 3, $1.15.

Pork & Beans, Tomato Flats, 1, 60c; 2, $1.00; 3, $1.15.

Pork & Beans, Plain Flats, 1, 60c; 2, $1.00; 3, $1.15.

Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.

Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder— "Anchor"	Per case
50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points ..	2 25

Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz. ...	0 67½
6 oz. tins, cases 4 doz. ...	0 90
8 oz. tins, cases 3 doz. ...	1 20
12 oz. tins, cases 3 doz. ...	1 65
16 oz. tins, cases 2 doz. ...	2 00
lb. tins, cases 1 doz...	4 40
5-lb. tins, cases 1 doz. ...	8 40

Chocolate—Unsweetened— "Anchor"	
10c cakes, boxes 2 doz....	0 90

Cocoa—"Anchor"	Per doz
10c tins, cases 4 doz.	0 90

	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or ground, cs., 30 lb.	0 35

Cream of Tartar— "Anchor"	Per doz
2 oz. pkgs., box 4 doz. ...	$ 0 90
3 oz. pkgs., box 3 doz.	1 35
¼ oz. pkgs., box 4 doz. ...	1 75
½ oz. pkgs., box 4 doz. ...	3 50
½ oz. tins, box 4 doz.	3 75
1 oz. tins, box 2 doz.	6 00

Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00

Flour—Potato—"Anchor"	Per doz.
Cases, 2 doz.	1 20

Icings, Prepared—"Anchor"	
10c pkgs., case 3 doz....	1 00

Mustard, D.S.F.—"Anchor"	
5Oc tins, boxes 4 doz. ...	0 50
10c tins, boxes 4 doz.	0 95

	Per lb
¼s, tins, boxes 12 lbs. ...	0 40
½s, tins, boxes 12 lbs. ...	0 39
1s, tins, boxes 12 lbs.	0 38

Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen	0 90

"Anchor" Brand	Per case
Shaker Table Salt, free running, cases 2 doz., case.	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb
½ lb. tins, cases 30 lbs...	0 37
1 lb. tins, cases 30 lbs. ...	0 36
2 lb. tins, cases 30 lbs. ...	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs...	2 50

"KING" NAPTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz. ...	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.....	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55

	Per doz
"Meat of Wheat" Breakfast Food, cases 2 doz...	1 45
"Wheat - Os" Breakfast Food, cases 2 doz.....	1 45

	Per doz
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED MONTREAL. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case..	6 00
Efficace	6 50
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savourense, 100 pts., cse.	10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb.	0 11
Cs. 200 3½ lb. pieces, cs....	5 50

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.	
Box. 25 lbs., 1 lb.	0 08½
Box, 25 lbs., loose	0 08

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00
24 pints	7 50
24 ½ pints	5 00
Tins—	
20s, ⅛ gal.	3 00

WHERE QUALITY IS FIRST

OUR LONDON PLANT

The *Made-in-Canada* sentiment is in the air—cash in on it by displaying and pushing **Kellogg's Toasted Corn Flakes**

To go through our large and well-equipped plant in London, Ontario, will be a revelation to a vast number of the Grocers of Canada.

The most sanitary conditions are apparent at every turn—every process from the preparation of the finest white corn to the packing is carried on without the aid of human hands—the result is quality.

Make the most of the Made-in-Canada idea by linking up the quality idea with it—by emphasizing quality goods in your displays.

Display Canada's quality cereal, Kellogg's Toasted Corn Flakes, prominently in your windows and on your counters and in special table displays.

Boost quality Made-in-Canada goods—Replenish your stock of Kellogg's Toasted Corn Flakes to-day.

WE RECOMMEND

THE SWEETHEART OF THE CORN

Attractive display matter for windows or shelving sent on request.

BATTLE CREEK TOASTED CORN FLAKE CO., Ltd.
LONDON, CANADA

No War Stamp Tax on

Sterling BRAND

Unfermented Grape Wine

The Government says so

So many customers have asked for assurance that their sales of "Sterling" Unfermented Wine would not be affected by the recent stamp tax, we secured a special ruling from the Department of Inland Revenue that this popular beverage would be immune from taxation.

You're Safe

in pushing "Sterling" Unfermented Grape Wine. Get your wholesaler to replenish your "Sterling" stock *to-day*.

T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case. 5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 35

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw tid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

The House of Quality

will maintain its high standard of efficiency throughout the Spring Season in shipping and packing all seasonable varieties of Fresh Green Vegetables.

We are now receiving fresh supplies every day of

Lettuce, Radish, Cucumbers, Tomatoes, Rhubarb, Parsley, Green Onions, Celery

Let us have a standing order to be shipped when desired.

Hugh Walker & Son

ESTABLISHED 1861

GUELPH and North Bay

TRADE MARK KEYSTONE BRAND REGISTERED

Business as Usual

Thanks to the loyalty of our customers and the popularity of Keystone Brand Brushes and Brooms, we have been able to keep our factory running full time with a full staff during the year 1914. The prospects are that we will have to increase our staff in the near future and thereby employ more Canadian labor.

Will you help us to do it?

Stevens-Hepner Co., Ltd.

Port Elgin, Ontario

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

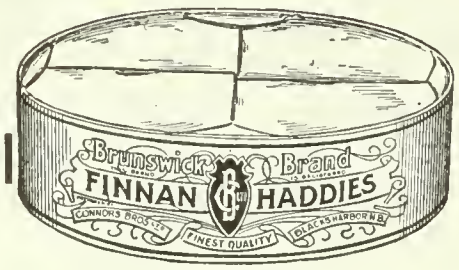
Fine Polished Colored Handles

No. 1	**CANADA,**	**5**	**stg.**	**- -**	**$4.50**
" 2	**"**	**4**	**"**	**- -**	**4.00**
" 3	**"**	**4**	**"**	**- -**	**3.75**

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON



Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1905
THIS SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

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In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed.	3 30

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THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

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BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

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Gingerbread Brand.

2s, Tins, 2 doz. to case.

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Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

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British Columbia, per case	3 55

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H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints	2 20

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East of Winnipeg.

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Gold Label, ½s	.49	.65
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Tumbler, glass	0 95

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4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
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Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
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Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

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Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
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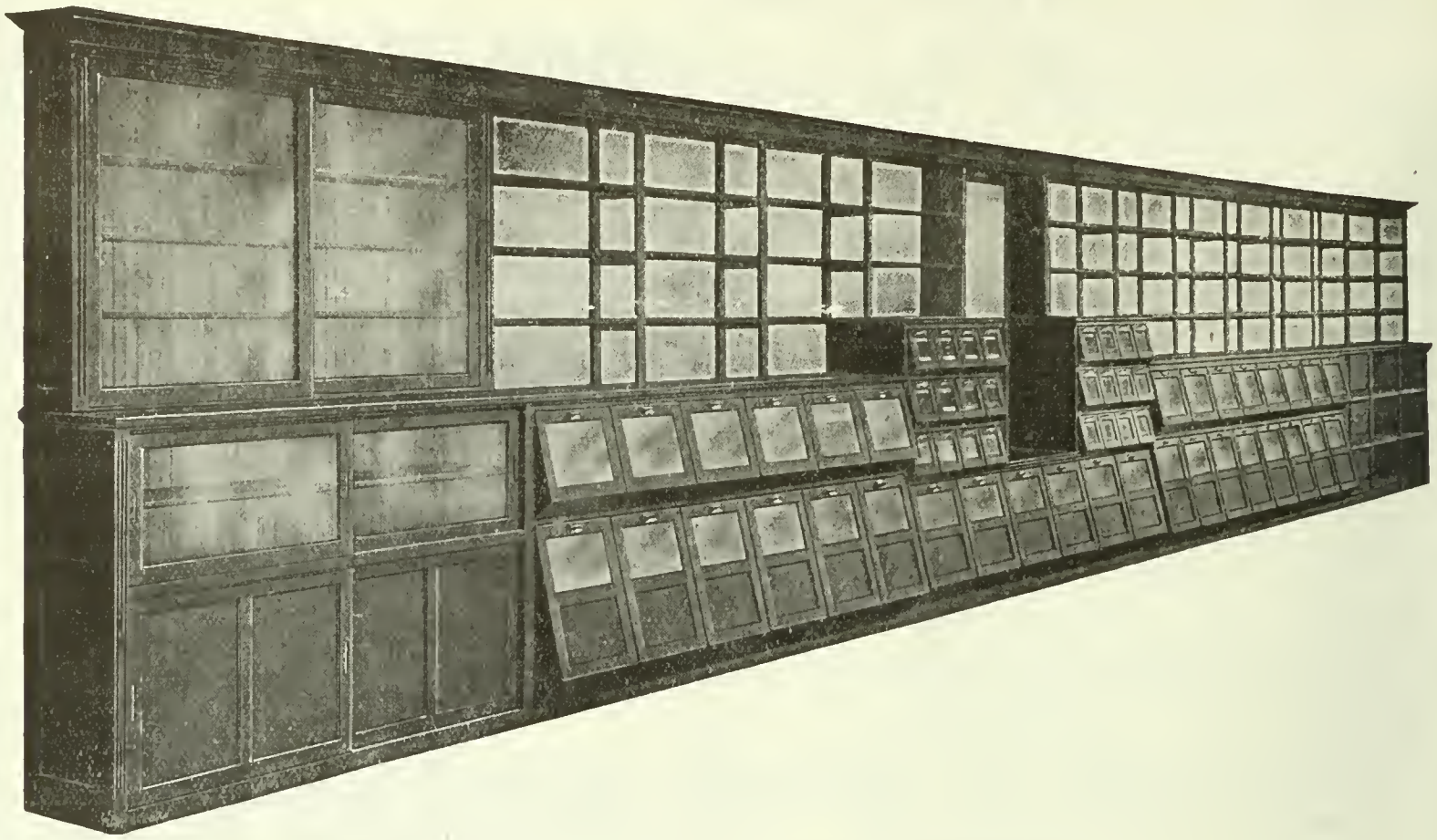

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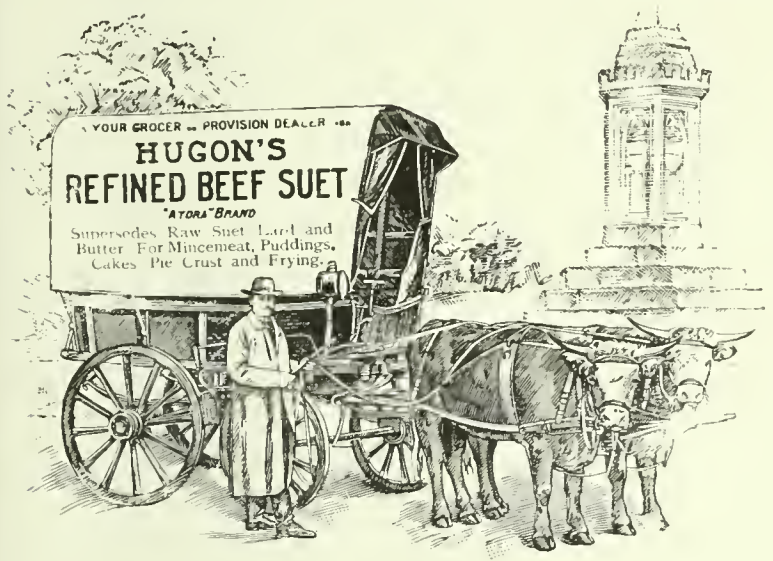
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(1) It contains no skins, moisture, or impurities.

(2) **You should use one-third to one-half less in weight** than you would of raw suet.

(3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.

(4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.

(5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.

(6) It makes the best flavored Pie Crust and Cakes.

(7) It is the best and most economical fat for frying, as it can be used over and over again, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)

(8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; no preservatives are used, and it is guaranteed absolutely pure.

For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd. ..... Montreal
Smith Brokerage Co., Ltd. ..... St. John, N.B.
J. W. Gorham & Co. ..... Halifax, N.S.
O. N. Mann ..... Sydney, N.S.
Mitchell & Whitehead ..... Quebec
The Lind Brokerage Co. ..... Toronto
C. G. Walker & Co. ..... Hamilton
Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary, Saskatoon and Vancouver.
A. W. Huband ..... Ottawa
C. E. Disher & Co. ..... Vancouver, B.C.
F. C. Nivin ..... Victoria, B.C.

MANUFACTURED BY

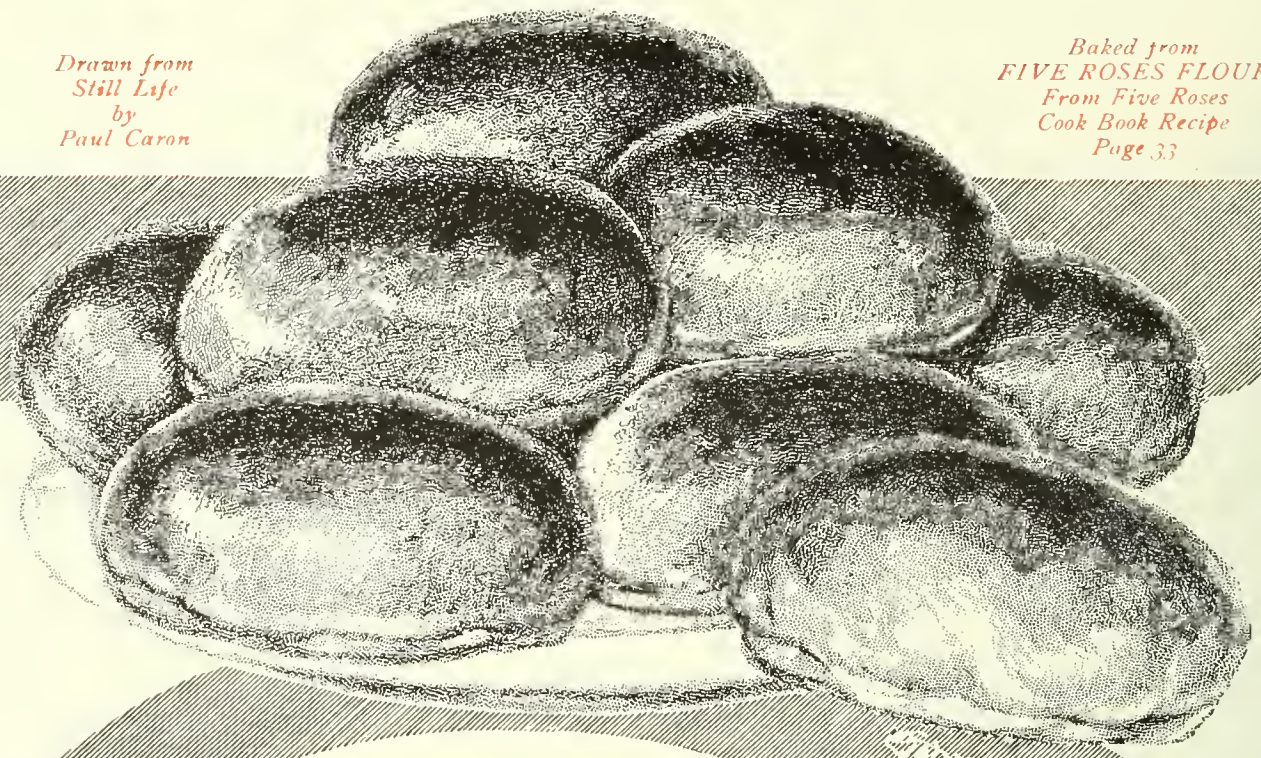
HUGON & CO., Limited, Manchester, England

I AM THE last person in the world to call myself an expert. But when I bit into these buns, there was nothing but a porous, yielding interior, and the daintiest texture I ever tasted. The sensation was like a delicate, moist freshness wrapped about with a sweet crispness. And they're really not expensive: made from a FIVE ROSES bread dough, less than a pound of dough makes fully 10 to 12 buns, and such swelling ones they are."

—Says NAN in Canadian Home Journal for March.

Drawn from Still Life by Paul Caron

Baked from FIVE ROSES FLOUR From Five Roses Cook Book Recipe Page 33



Quite Right

A plate of Buns doesn't establish a reputation, but it is only one of a thousand openings through which FIVE ROSES flour has made itself famous and its retailers prosperous. Just think, every page and recipe in the famous FIVE ROSES Cook Book (almost a quarter million in circulation) is an open door to your customer's approval, without which **no** flour repeats.

For your own satisfaction, Brother Grocer, ask **your** "lady of the house" to bake you a panful of FIVE ROSES Buns the

*Five Roses Flour**

way. And with the taste of that treat still fresh in your memory, how could a single user resist your salesmanship based on actual demonstration? Already, through sheer merit, it is the favorite flour in over a million Made-in-Canada homes.

Ask your jobber or write nearest office.

LAKE OF THE WOODS MILLING CO.
Limited
"The House of Character" **Daily Capacity 13,700 bbls.**
MONTREAL

Toronto, Ottawa, London, St. John, Winnipeg,
Vancouver, Keewatin, Medicine Hat

*Not Bleached—Not Blended.

FEATURING PROVISIONS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX PUBLICATION OFFICE: TORONTO, MARCH 26, 1915 No. 13

The Evolution of SNAP

And what it means to the Retail Grocer

SNAP started out by being good for one thing. People are still finding out new uses for it every day. Some grocers say they are amazed at the different classes of people who buy it.

YOU remember what Old Gorgon Graham said about the packing industry — "When I started, it was all plain sailing—just turning hog into hog meat, dry salt and sugar cured. But when we get through with a hog nowadays, he's scattered through a hundred different cans and packages and he's all accounted for but the squeal." And it may happen that the phonograph company will get up a record entitled "A Day On The Farm," and then even the hog's squeal will have a money value.

It's the same way with SNAP.

It started out as a hand cleaner—and was sold mostly to mechanics, machinists, engineers, firemen and other men whose work made their hands grimy and greasy.

CHAUFFEURS found that SNAP was the best thing out for cleaning their hands after cleaning a car. Owners of automobiles, who drove their own cars, followed the chauffeurs' example and became large users of SNAP.

WIVES began to notice that their husbands' hands were soft and smooth despite dirty work, and asked the reason.

"WE USE SNAP," was the reply.

THEN, these clever women put on their thinking caps and reasoned, "If SNAP will keep men's hands soft and smooth and free of stains, it is just what we women need for our hands after housecleaning." And it was.

THEY used SNAP after peeling potatoes and at preserving time and saw that SNAP removed the stains of fruits and vegetables. Then they tried it on their good Aluminum ware and found that it made the aluminum shine like silver. They got to using SNAP on pots, pans, kettles, steel knives and forks and earthenware. They found out that bathtubs, taps, marble, tiling, oilcloth and linoleum and stained hardwood floors took on a new brightness when cleaned with SNAP. Now, these housewives are buying thousands of tins of SNAP from the grocers of Canada.

DENTISTS say SNAP is the only thing that cleans false teeth, and recommend it to their patients. Doctors use SNAP because it is antiseptic. Men, who take care of their own furnaces, find SNAP indispensable. The Boy Scouts are old friends of SNAP. And the Canadian troops are using SNAP to clean up after drills and route marches.

So you see, SNAP is considerably more than a mere "hand cleaner."

You surely see how it has developed into an all-the-year-round seller.

DEMONSTRATE the possibilities of SNAP to your customers—explain its multitude of uses—make up an occasional window display, with handsome cards and hangers which we will send you.

SNAP is a money-maker for grocers.

SNAP COMPANY, Limited
Montreal

CODOU'S

solves the housewife's question of paying less for better things to eat

The quality of Codou's is something quite apart from ordinary paste products. Made from specially selected Russian Taganrok wheat—the best in the world for the purpose—and processed by French experts who have devoted their lives to perfecting paste products of quality.

Whether you handle the vermicelli, spaghetti, macaroni or all of the delicious Codou line, those hidden qualities of wholesome goodness, which are the real source of continued sales, will show themselves from your first trial order.

Get your wholesaler to supply you to-day.

A. P. TIPPET & CO.
AGENTS MONTREAL

Lantic Sugar

—*The Sugar of Quality*

Your wholesale to-day has the new Made-in-Canada sugar—the sugar that links up most emphatically the Made-in-Canada and quality ideas.

In our 2 and 5-lb. cartons, 10 and 20-lb. cotton bags, we pack only Extra Quality "Fine" Granulated. Your best trade will appreciate this fine, clean-cut sugar in these handy packages.

In our 100-lb. bags and barrels we pack both Extra Quality "Standard" and "Fine" Granulated at your option.

Specify "Lantic" sugar in ordering from your wholesale.

Atlantic Sugar Refineries, Limited

Montreal, P.Q. St. John, N.B.

THE

ARCTIC

Refrigerator

makes a Nor'-Wester seem like a Chinook

The perfect construction of the Arctic Refrigerator creates a circulation of dry cold which chills perishable eatables through and through, thus preserving them and forestalling decay.

The Arctic Refrigerator is a handsome display case as well as a perfect preserver. With the warm weather coming you should look into the Arctic. It will save hundreds of dollars in a year. **Pays for itself in a short time.**

Write for catalog.

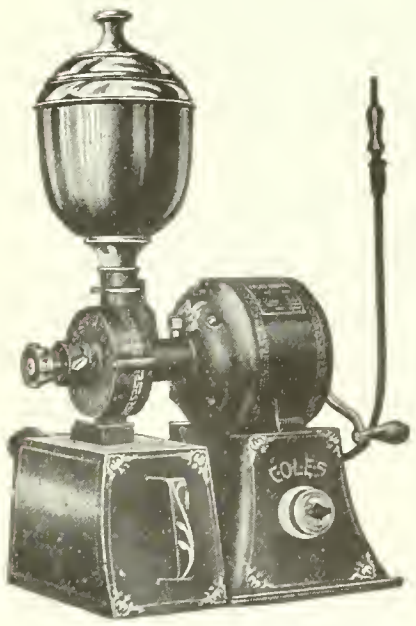
John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's **"right."**

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

From Mother to Daughter

Shirriff's True Vanilla has been adding to its list of friends for thirty years.

Once used the housewife asks for it again—mothers recommend it to their daughters.

Shirriff's

True Vanilla

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. Our process brings out the exquisite flavor and bouquet.

It is good business to handle Shirriff's. It is a line that everybody asks for, and it gives a good profit. If you are not already able to supply your customers, write us for full information.

Imperial Extract Co.

Steiner and Matilda Streets

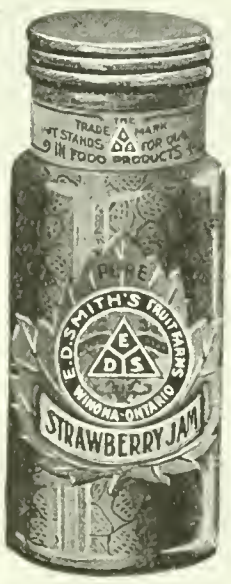
Toronto

Don't wait until you're asked for E.D.S. Jams, but suggest them in an attractive way in your window and on your counters.

Certainly people will come and ask you for what they want when they want it, but always remember that a man's pocket book is reached through his eyes—what looks inviting will create a desire to try.

To try is to buy

E.D.S. Jams or Jellies



We're doing much to create sales for you in **E.D.S. Jams and Jellies** through our advertising; you can help by clinching the sales through the attractiveness of your displays of these delicious pure fruit products.

Trim your windows to-day with E.D.S. goods and stir up the spring business.

E. D. SMITH & SON
LIMITED

WINONA - - ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Just Ask Your Own Mother—

she will tell you that years ago, when she was bringing up her children, there was one infant food generally recognized as a safe substitute for mother's milk. It was then, and is now,

Eagle Brand Condensed Milk

For generations the purity and cleanliness of Eagle Brand has been unquestioned. It has successfully fed thousands of infants when some other food was necessary to take the place of mother's milk.

There are many mothers right in your locality who would indeed be grateful for your suggestion to use Eagle Brand Condensed Milk—and not only for infant feeding, but for general household use.

Get up an impressive display to-day.

Borden Milk Co., Ltd.
"Leaders of Quality"
MONTREAL

Branch Office:
No. 2 Arcade Bldg.
Vancouver, B.C.

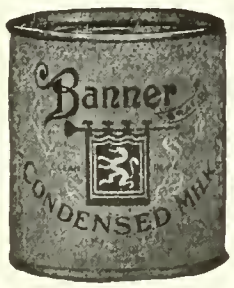
A 22 CARAT-INVESTMENT

SILVO is the improved polish, ideal for cleaning the most delicate silver. Ordinary polish necessitates heavy rubbing, this in time wears down the plate. SILVO is quite different from all other polishes on the market because:—Friction is reduced to a minimum—the Plate is preserved and a brilliant shine is obtained with less work. And the SILVO shine lasts.

SILVO

is the Gem of Polishes in every home and a 22 carat investment in every store, showing a good profit on every tin sold.
Write for trial sample and prices and prove its polishing advantages.

RECKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.



All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

SUMMERTIME VEGETABLES—

NOW!

with all the crisp tenderness that only summer picked vegetables possess—

SIMCOE BRAND Summer Vegetables

an assortment of Turnips, Carrots, Onions, Barley, Rice, Peas, Cabbage, Celery—all ready chopped and seasoned.

Phone or Write your Wholesaler NOW!

DOMINION CANNERS LIMITED
MADE IN CANADA
HAMILTON

Are you recommending

"Crown Brand" Corn Syrup for Candy-Making?

Not just for Homemade Taffies and Butter Scotch—but also for Fudge, Nougat, Creams, Toffee, Caramels and all kinds of Nut Candies?

Tell your customers all about "Crown Brand"—how good it is for Candy-Making—for Cakes, Pies, Doughnuts, Cookies and Sauces.

Such Sales Helps will help your sales.

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Works, Cardinal, Brantford & Fort William, Ont.

BANNER BRAND
Jams and Jellies

Contain nothing but pure fruit and best of cane sugar. Such perfect Purity and full flavor mean maximum economy in use.

Put up in 2, 5 and 7-lb. gold-lacquered pails, also special Anchor Cap Tumbler, and 12-oz. glass jars.

Get in touch with your Wholesaler, and replenish your stock to-day.

LINDNERS LIMITED

306 Ross Ave., WINNIPEG — 340 Dufferin St., TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Keep your name above inferior goods

QUALITY MEANS FUTURE BUSINESS

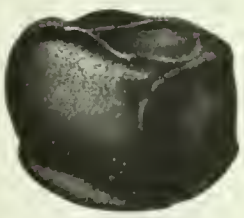
Let the name of your store drag to the level of inferior, unreliable goods and you will find it a hard matter to raise it again. Your quality trade cannot be held with such goods.

In handling our

Biscuits, Candies

and

"Bordo" Chocolates

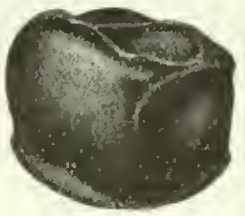


"Bordo" Chocolate

you will satisfy the most discriminating of your customers.

"Bordo" is one of our many high-grade chocolates, the chocolate with the distinctive flavor, a big repeater. Every piece bears the name "Bordo," which is a guarantee of quality business.

We have a big variety of Staple and Fancy Mixtures, Mints, Delicious Drop Goods, Caramels, Penny Goods and High-Grade Chocolates, as well as a full line of Staple and Fancy Biscuits.



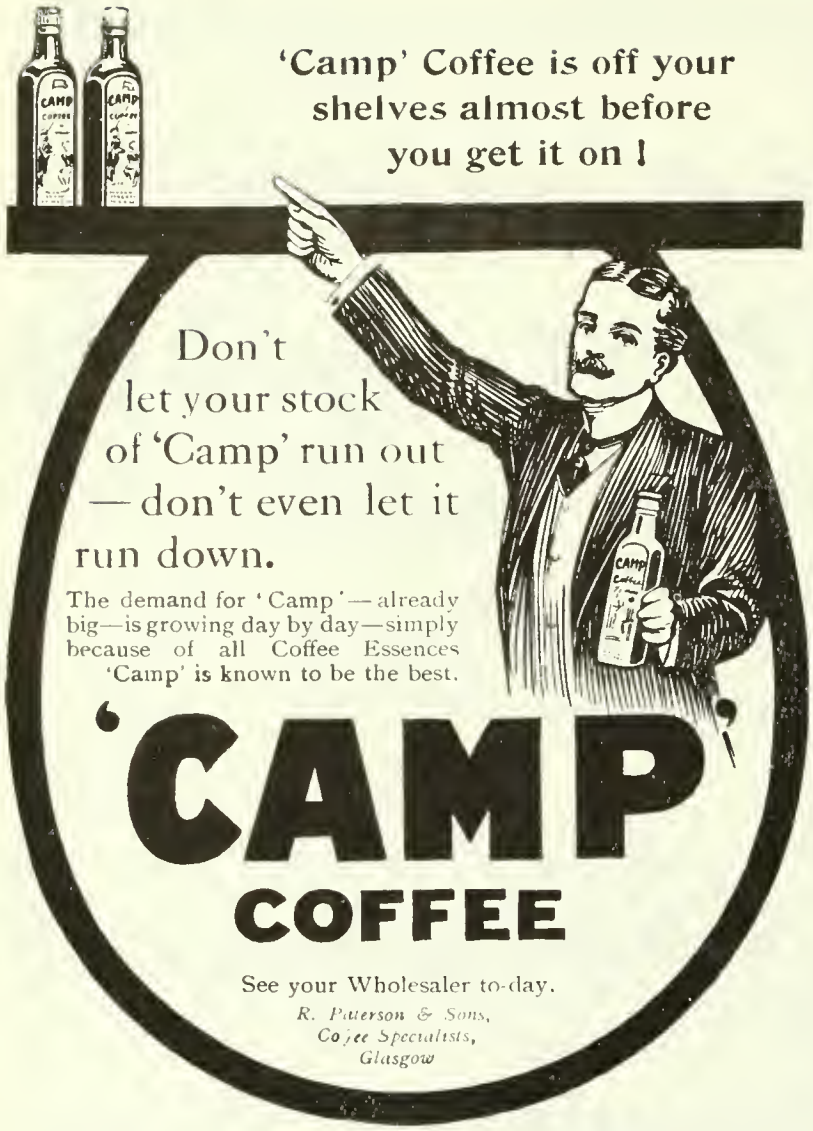
"Bordo" Chocolate

We Solicit and Welcome Inquiries.

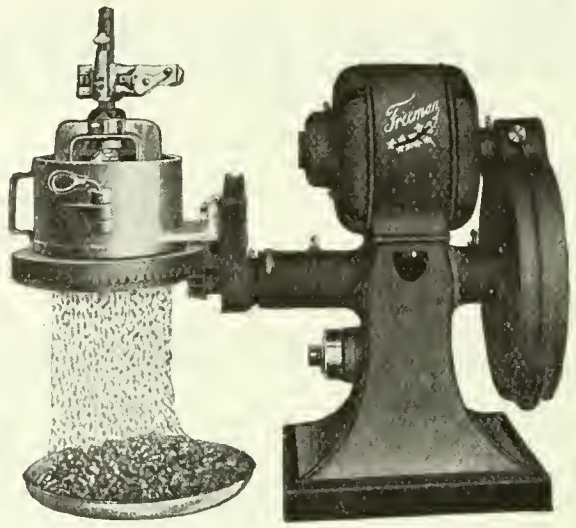
The Montreal Biscuit Co.

BISCUITS AND CONFECTIONERY

Montreal


'Camp' Coffee is off your shelves almost before you get it on!
Don't let your stock of 'Camp' run out — don't even let it run down.
The demand for 'Camp' — already big — is growing day by day — simply because of all Coffee Essences 'Camp' is known to be the best.
'CAMP'
COFFEE
See your Wholesaler to-day.
R. Paterson & Sons,
Coffee Specialists,
Glasgow

Freeman's Electrical



Driven Meat Chopper Bone Grinder and Coffee Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake, Manitoba

MASTER MASON
Smoking

ROSE QUESNEL
Smoking

KING GEORGE NAVY
Chewing Plug

MAPLE SUGAR
Chewing Plug

The unquestioned choice of smokers who know the best and how to appreciate it. The Rock City Lines will not only broaden your tobacco sales, but develop for you increasing demand.

Stock up to-day.

Rock City Tobacco Co.
LIMITED
QUEBEC WINNIPEG

Your Store is the natural outlet for

GIPSY
Stove Gloss

in your neighbourhood — why compel intending purchasers to buy elsewhere.

Order from your Wholesaler

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

A Profit Producing Store

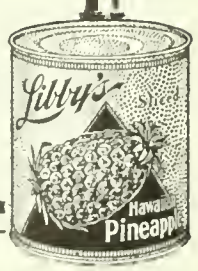
is the end and aim of every merchant. The surest way to attain this result is to sell what the public wants. The reputation of

Libby's Food Products

for purity and flavor have made them popular favorites for over forty years.

Olives California Fruits
California Asparagus
Canned Meats Alaska Salmon
Pork and Beans
Hawaiian Pineapple Mince Meat
Plum Pudding Jams and Jellies

Libby, McNeill & Libby
Chicago



We Sell O-Cedar Polish For You You Take in the Cash

Our extensive advertising campaign is creating a demand which it is up to you to supply. We are telling the women to go to their dealer. You will most certainly be asked and asked often for

O-Cedar Polish

(Made in Canada)

Do you want to turn away business to your competitor? If you want this profitable business, don't lose time, but put in a stock of this wonderful polish at once.

Write Your Jobber To-day.

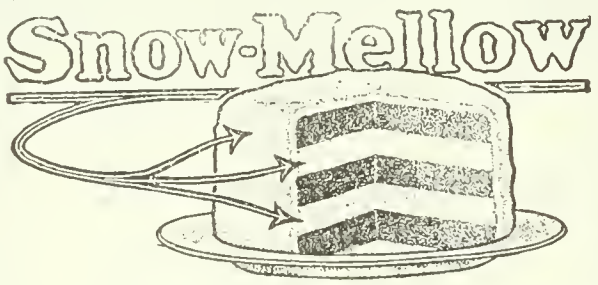
Channell Chemical Co., Limited

369 Sorauren Ave. - TORONTO

Satisfaction and Profit

Camp on the trail of every retailer who features

Snow-Mellow



the new pure food product for making the most delicious icing, cake-filling and meringue.

Satisfaction because he strengthens his hold on the housewife's good-will and

Profit because "Snow-Mellow" sells on sight and leaves a generous profit margin.

"Snow-Mellow" is easy to make. Just one tablespoonful of "Snow-Mellow," one cup of granulated sugar, and flavored to suit the taste, and she has the makings for a score of dainty desserts or rich, fluffy, tender icing and filling.

Ask your jobber for details.

The W. T. OTT CO., Inc.

32-34 Front St. West TORONTO

518 St. Catherine St. MONTREAL

89-M

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

BEANS

We venture the opinion, Mr. Grocer, that practically every one of your customers is more or less a Bean Eater, and we have no hesitation in affirming that nearly all of them show a decided predilection for

CLARK'S PORK & BEANS

Why?

Simply because they know from experience that the CLARK label always stands for quality combined with reasonable cost, and that CLARK'S goods are always **what they claim to be—the best.**

Get busy and sell BEANS

Buy them from

W. CLARK Clark's LIMITED

Montreal

Tartan BRAND
THE SIGN OF PURITY

FISH FOR LENT

Our Special Sea Trout, also complete assortment of Dry and Pickled Fish. See our travellers for prices, or mail, telegraph or 'phone at our expense.

3597, 3596, 3595, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th $ 5th Ecitions. LONDON, E., Eng-

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

The Surprise of Most Housewives

is that you can offer her such thoroughly high quality as Bee Brand Jelly Powders, Starch and Borax at so reasonable a price. But her appreciation doesn't end with surprise alone. For once a housewife uses Bee Brand products you'll find them continually in her orders. After the first sale Bee Brand products sell themselves. Push Bee Brand TO-DAY.

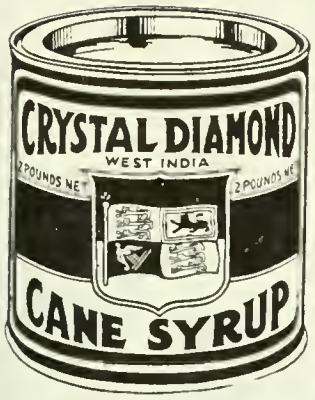
FORBES & NADEAU, - Montreal, Que.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO



This is a fine Table Cane Syrup

in an attractive 2-lb. tin.

A good seller. Have you tried it?

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

ENGLAND'S MOST POPULAR SAUCE

is now selling freely over here—nearly all the leading grocers make a leading line of H.P., and obtain the full benefit of the money we are spending in advertising.

Wouldn't it be worth your while to stock

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

General Joffre says:

"We are making satisfactory progress," and doesn't bother with a lot of details and figures. We are tempted to do the same. But in addition to reporting "satisfactory progress" all along the line we feel justified in mentioning the Indian tea qualities of richness, vigor and strength as being in a large measure responsible for the continued success of Red Rose Tea.

T. H. Estabrooks Co., Limited, Toronto

TUCKETT'S ORINOCO

is the finest Old Virginia—not the tasteless, harsh weed that is often sold for real "Virginia" tobacco.

"Orinoco" is a really delightful blend that has a rich, mellow flavor and a fragrance that bespeaks tobacco goodness.

It is the kind that brings the man to your store for his tobacco supply. Cultivate this trade.

Order from your wholesaler.

TUCKETT, LIMITED
HAMILTON, ONTARIO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers, - TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO
Importer—Foodstuffs—Exporter
I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. BOX 1721,
Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG. - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH WANT AD. IN THIS PAPER

An ad. in this journal brings your goods to the attention of the buyer.

IS IT NOT REMARKABLE

how some tea merchants reduce the quality of their tea in sympathy with rising markets?

Admittedly the auction prices of teas on the London, Calcutta and Colombo markets have risen to an extraordinary level, and there is little respite ahead.—

Nevertheless, we will continue to supply the public with the same high standard of Quality that they have learned to rely upon and expect in "SALADA" packets.

"SALADA" has always been kept "up to a quality" and never "down to a price," and we will never depart from this principle, which has earned us such appreciation.

If market prices make it unprofitable to supply "SALADA" at present prices, then the cost to the retailer and consumer must advance. We will never reduce our quality to meet market conditions.

"SALADA"

TORONTO MONTREAL LONDON, ENG.

Easter Orders
for
Hams and Bacon

We are booking up orders to be shipped in time for Easter trade and we will be pleased to book yours.

Give it to our travelers or send it in direct.

Also for eggs.

F. W. Fearman Co., Limited

Curers of "Star" Brand
Hams and Bacon.

HAMILTON

Warm weather will soon demand quick action. The

EUREKA
Refrigerator

will soon pay for itself

Do not take a chance with something said to be just as good. Place your order now, and have it ready. You run no risk with the EUREKA. Thousands of them are in use. Ask anyone who has one, how it suits him. Send for new Catalogue, or call at the Showroom.

Eureka Refrigerator Company Limited

31 Brock Ave. TORONTO

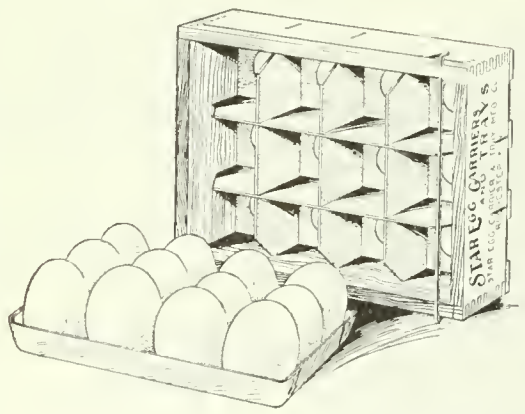
Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA



Eggs Break

Because

They Are the Most Fragile Article You Handle

An Egg Carrier built to protect eggs is absolutely necessary

Safety First— The Star System for Safe Egg Handling will deliver eggs WITHOUT BREAKAGE, Winter and Summer, because the Star Egg Carrier contains an ingenious cushion bottom upon which the eggs ride SAFELY.

The present condition of roads—ruts and ridges—offer no perils to eggs delivered with the Star System.

A Time Saver— With the Star System you can put up your eggs during spare moments, like sugar and other bulk articles.

This time saved during rush hours and in actual delivery will, alone, more than pay for the Star System for Safe Egg Handling, to say nothing of the saving of broken eggs, dissatisfied customers, and good-will.

Order One Star System for Each Vehicle You Run

Four Dozen Star Egg Carriers

5000 Star Egg Trays Printed with Your Advertisement

One Package Divisions to Keep Your Star Egg Carriers Always New

HANDLED BY ALL LIVE JOBBERS

Fifty-Nine Per Cent. of the Grocers Delivering by Vehicle Use the STAR and Are Satisfied. Ask Them.

STAR EGG CARRIER & TRAY MFG. CO., 1500 Jay Street, Rochester, N.Y.

CANADIAN GROCER

VOL. XXIX TORONTO, MARCH 26, 1915 No. 13

A Billion Pounds Annually

Authority Estimates That as the Quantity of Cured and Cooked Meats Turned Out of Canadian Packing Factories—Another of the Essentially Canadian Industries — Great Variety of People Who Benefit From It.

ONE billion pounds a year!

That is the quantity of cured and cooked meats turned out of Canadian packing factories according to the estimate of a high authority.

A billion pounds! That means 125 pounds for every man, woman and child in Canada basing figures on 8,000,000 of a population.

That billion of pounds is irrespective of the fresh meats that leave our factories and go into consumption as they are. These figures in themselves indicate the greatness of the Canadian provision industry which has grown to rank as one of our most important.

From the retailer's standpoint the old-fashioned, indifferent but sometimes ill-tempered, and always hungry hog is the most prominent of the raw material that goes into our factories. And if one has ever had an opportunity to go through a modern packing plant and follow the hog in his divers wanderings until the bacon and the hams are loaded on to the car on the siding, he would see that everything but the squeal is turned into some kind of product. Where the squeal goes is difficult to say—and there are few of us who give a hang.

Value to the Producer.

Government statisticians tell us—and they ought to know if anyone does—that in 1914 the value of the hog to the Canadian farmer was the enormous sum of $42,418,000, which figures out at more than $5 per capita on the same population basis as mentioned above. At an average say of $10 apiece that would mean the sale of 4,241,800 animals. Now, it is commonly known that a few years ago there was a law passed compelling the inspection of all live stock in factories in Canada where an interprovincial or export trade was done. This matter comes under the jurisdiction of the veterinary director-general, department of agriculture, Ottawa, and from him as well as from other sources we get the information that for the year ending March 31, 1914, there were 1,799,060 swine slaughtered in the factories that come under that law. This does not of course include the hogs slaughtered in small abattoirs or in larger ones where the product is consumed within the province; nor does it include the hogs killed by the farmer for his own use or for sale on the local markets.

These few figures open up the way to the realization of the bigness of the hog and cured meat industry and if the Canadian hog could only see himself as others see him—valued at more than forty-two millions—he might be induced to appear in top hat and silk stockings and to keep his feet out of the mud. But then if others of the human race could see themselves similarly they might, like the hog, feel more at home 'far from the madding crowd.'

To begin with the feeding of 4,000,000 or so hogs sets in motion the tilling of the soil and the production of a large amount of grain. All this requires a large number of employees, and in these modern times, the latest and costly farm implements which the customers of the grocers in the big cities help to manufacture. The farmer builds barns, stables and fences all of which reverts us back to our Canadian forests, to our lumber mills, nail, roofing and fence factories.

The railways in their turn reap a benefit from carrying the stock to the factories each of which employ large staffs of men and spend huge sums of money turning them out either as fresh meat or as cured and cooked products for consumption at home and abroad. While it is impossible to say how much capital is invested in Canadian packing plants, we all appreciate the fact that there is a great deal and that the packing industry is another of the essentially Canadian which deserves the hearty selling support and co-operation of every retailer. As in the flour and cereal and the canned goods industries, the dealer who pushes sales of the products of our packing plants is creating new business for himself by helping along the entire industry. And now that Easter is only

Cuts of hams of various qualities. The ham comes into its own with the end of Lent and the coming of Easter.

a week in the future, and as this is a time when bacon and ham, etc., is a palatable dish there is all the more reason why the trade should get behind these lines with their selling power.

With the exception of the year ending March 31, 1912, when the number of live stock slaughtered in Canadian inspected factories reached the high water mark of 1,852,997, the figures for the last fiscal year for which we have statisties were the greatest. In 1914 Canada exported more than three and a half million dollars' worth of bacon alone.

An Important By Product.

The chief by-product of the hog is lard and our Canadian factories last year —that is those under government inspection—refined lard from 1,799,060 hogs. In addition to that our packing plants are large producers of fertilizers from offal, all of which finds its way back to the land again.

The erection and operation of a plant itself draws on a great many industries as it requires intricate refrigerating machinery, cooking and curing departments, barrels, cases, etc.

Government Statistics.

Later official statistics give the hog production in Canada in the year ending March 31, 1914, at 3,434,261. Ontario leads among the provinces with 1,535,624 to its credit. Quebec is next with 634,569 during the same period. The same figures however, indicate that a great change has come over the prairie provinces of Western Canada. In 1910 Manitoba produced a little over 142,000 hogs, whereas in the last fiscal year the production was more than 186,000. The figures for Saskatchewan in 1910 were 125,000, while for the year ending March 31, 1914, they were 454,703, and the corresponding statistics for Alberta were 143,560 and 397,123. This advance in mixed farming in the West is significant for it demonstrates that the Western farmer is not pinning his faith entirely to grain, although in all probability this year the production of grain will be given special attention in view of the high prices.

The increase in the hog production in Western Canada is one of the big reasons why prices have sagged of late. A few years ago Eastern Canada used to ship the West's supply which gradually grew less and less until to-day the tables are turned and the West is shipping East.

BANANAS FREE: DUTY ON COFFEE AS BEFORE.

Since the last issue of Canadian Grocer went to press, some changes of interest to the grocery trade have been made to the tariff. It will be remembered that Finance Minister White in bringing down his budget early in February announced an additional 5 per cent. British preferential and 7½ per cent. general tariff on the entire tariff as it stood at that time with a number of exceptions. These exceptions have been enlarged by the recent decision of the government to include coffee and extracts, bananas, wild berries, milk food, fertilizers, cottonseed cake, silk in the gum, manuscripts, wines and spirits, and platinum.

According to trade returns for the year ending March, 1914, the imports of the articles upon which the tariff has been altered are:

Silk in the gum .....$	78,066
Berries, wild	6,130
Manuscripts	33,248
Bananas	2,663,453
Fertilizers	602,142
Cottonseed cake	138,224
Coffee and extracts	2,375,940
Milk food	327,190
Platinum	116,698
Total .. ..$	6,195,359

Hon. Mr. White announced that at the request of Jamaica it had been decided to place bananas on the free list and at the request of Newfoundland wild edible berries were to be free. It had also been decided not to add the special war tax to coffee, especially as tea was on the free list.

In reply to a question in the House as to the principle on which coffee had been taxed and tea exempted, the Minister of Finance stated that it was because tea was the poor man's drink, being cheaper and in more general use than coffee. He explained that the duty on coffee as a result of the latest exemptions was now three cents per pound.

Those who have kept on file the old and the new tariff schedules as printed previously in Canadian Grocer should file this item with that list.

STANDARDS FOR CANADIAN EGGS.

The Canadian Produce Association has adopted the following standards for Canadian eggs:—

CLASSES:	Fresh Gathered.	Storage.	Cracked and Dirties.
GRADES:	Specials		
	Extras	Extras	
	No. 1's	No. 1's	No. 1's
	No. 2's	No. 2's	No. 2's

Allowance for deterioration in transit 10 per cent., i.e., eggs should grade at point of delivery 90 per cent. of grade named at point of shipment.

DEFINITIONS OF GRADES.

Specials are eggs of uniform size, weighing over 24 ozs. to the dozen, or over 45 lbs. net to the 30-doz. case, absolutely clean, strong and sound in shell; air cell small, not over 3-16 of an inch in depth (measured from top of cell to outer rim); white of egg to be firm and clear, and yolk dimly visible, free from blood clots.

Extras are eggs of good size, weighing at least 24 ozs. to the dozen, or 45 lbs. net to the 30-doz. case; clean; sound in shell; air cell less than ⅜-inch in depth (measured from top of cell to outer rim); white of egg to be firm and yolk onyy slightly visible.

No. 1's are eggs weighing at least 23 ozs. to the dozen, or 43 lbs. net to the 30-doz. case; clear; sound in shell; air cell less than ½-inch in depth (measured from top of cell to outer rim); white of egg to be reasonably firm; yolk may he quite visible, but mobile; not stuck to the shell or seriously out of place; air cell not necessarily stationary.

No. 2's are eggs that are clean; sound in shell; may contain weak, watery eggs, and eggs with heavy yolks and all other eggs sound in shell and fit for food.

Letters to the Editor

PAYS MORE FOR GOOD EGGS.

The Editor Canadian Grocer:

Dear Sir,—We read your article on trading in bad eggs. We do not think it would be wise for country merchants to invoke the aid of the law to make their customers honest.

We find it works out much better to pay the top price for No. 1 eggs, and let the customer take the stale and grass-stained eggs home.

We have been adopting this plan for several years and find it works out nicely.

Your suggestion in reference to the pamphlets and egg testers issued by the Government is good, and we will not lose any time in acting upon it.

We enclose copy of circular letter which we have just issued to our customers, from which we expect good results. If it is any use to you, you are at liberty to use it.

A. B. CARSCALLEN & CO.

Tamworth, Ont.,
March 19, 1915.

Editorial Note.—Canadian Grocer is pleased to receive this letter from Mr. Carscallen on the egg question. We believe he has adopted a sound method for raising the quality of the eggs producers bring to market, and we would like to hear from other merchants who have overcome the difficulty in this or in any other way. The circular letter mentioned is a splendid one, and will be reprodueed in full in a future issue. Every general merchant should watch for it.

The Public Calls the Tune

If It Has to Pay the Piper—Story of Why Mrs. Madd Didn't Like the Provisions and Plainly Said So—Jeremiah Jones Was Led to See the Light and Changed His Methods —The Public Must Be Satisfied.

Written by E. A. HUGHES for Canadian Grocer.

JEREMIAH JONES came down to the store one spring morning. He wasn't in the best of tempers. The sun was shining and it was a bright, cheery sort of day, but Jeremiah wasn't at all bright or cheery. He say no reason for being bright and cheery himself.

The fact was things weren't going very well with Jeremiah. Trade was bad with him. No longer did he have a store full of people any time you happened to be passing. And the worst of it was that Jeremiah knew the people in Mainville were buying just as many groceries. War or no war the people have got to eat and some one was getting the trade. The point to Jeremiah was that he wasn't the someone. Mr. Satis Faction over the way from Jeremiah, seemed to be doing a roaring trade, and Jeremiah scowled as he noticed that Faction had a number of people in his store who used to be customers of his—Jeremiah's.

So that when Jeremiah put his hand on the latch of his store door he wasn't in a particularly beatific frame of mind. He was just about to go in when he heard some one shrieking inside. Being a cautious person Jeremiah peeped through the glass door. He beheld his clerk, Brown, standing behind the counter looking very worried while a woman was breathing out threatenings and slaughters against someone or something after the manner of Saul of Tarsus. Jeremiah, I said, was a cautious man, so he determined to see how the land lay.

Something Wrong With the Eggs.

"... Fresh eggs, fresh eggs, indeed!" the irate woman was saying, "Why, young man, my husband said that the eggs I put on his plate this morning spoke to him. Spoke to him! Why, goodness, I heard those eggs myself, when I came along the passage. Fresh eggs, indeed! And I paid thirty-five cents for those twelve temples of miasmic effluvia"—or words to that effect.

"But, Mrs. Madd, those eggs were guaranteed to be——" broke in Brown, obviously apologetic.

"Guaranteed fiddlesticks! What do you think I bought them for? There's no election in the town that I know of. Fresh eggs, indeed! The hens that laid those two eggs were the couple that Noah took into the ark. And as for the butter——"

Here the lady paused for breath. It began to dawn on Jeremiah Jones outside that those eggs hadn't been strictly fresh.

"As for the butter," went on the irate one, "rancid, absolutely rancid, young man! And I paid 37c a pound for it! Why, the only thing we can use it for is to grease locks with. Creamery butter, indeed!"

"But, Mrs. Madd—" again interpolated Brown.

And the Ham Was Out, Too.

"Then I paid for some cooked ham. I suppose the stuff you sent up was intended for cooked ham, but, my life, it was so high, so high, young man, that unless you chained it down it would fly away. Ham, ham indeed!" and the flowers on the woman's hat began to bob to and fro as if nodding asquiescenee in her disgust. "Ham! Why I daren't feed that to the dog! He'd think I was punishing him. And it isn't the hot weather. I might be able to understand it if it were in the middle of August, but in cool weather like this why ham ought to be delicious. Instead of that it's turned. It isn't turning or thinking about turning—it's turned, and it's coming back the other way. Ham, indeed!" and the good lady breathed hard.

Brown said nothing. Then after a pause, which he took to mean that the lady was out of breath, and that now was his chance, he said. "I really can't understand it, Mrs. Madd. We have never had complaints of this kind before that I remember. I'll speak to Mr. Jones about it. He will be very sorry that——"

"Whether he's sorry or not won't matter now," growled the lady. "I'm through here. I'll have to go where I can get provisions that are what they are sold as. Good day, young man!"

Now, Brown didn't

(Con. on page 30.)

Easter Time is Ham and Bacon Time

The Easter Season is one of the prominent festive seasons of the year. It is usually a time of home-coming and of family reunions. In making preparations don't overlook Ham and Bacon as well as Cooked Meats, Sausage, and the Eggs. Our Hams and Bacon possess a fine flavor, are delicious, tasty and tempting. To smell them cooking in the frying pan makes one's mouth water. Note these special suggestions:

Extra Fancy Hams—If you want a real quality ham for Easter you will ask us for "————" (Name of brand). They are fine, mild, sweet, sugar-cured hams, properly trimmed, and each ham perfect. Per pound, ..c.

Breakfast Bacon—This is the Blank Brand, cured by a mild process which produces that delicate and appetizing flavor so pleasing to every lover of bacon. Per lb., ..c in the piece, and ..c per lb. nicely and evenly sliced.

Sliced Boiled Ham — If you haven't the time to select, boil and trim a ham let us suggest our delicious boiled ham. You may have it daintily sliced ready for the table at ..c per lb.

Sliced Cold Meats—Our selection will appeal to you. We have for sandwiches or luncheon quite a variety, including, besides cooked ham, roast pork, roast beef, cooked specialty, sliced tongue, dried beef, pickled hock, etc.

Sausage for Breakfast — These sausage are delicious — not strong or greasy, but properly spiced and with a delicate, appetizing flavor that will please the most critical. Per lb., ..c.

New Laid Eggs—It wouldn't be Easter if there were no Eggs. We receive shipments of absolutely new-laid eggs every day, and are in a position to serve you with the very best. There is no chance of you getting from us an egg that isn't fresh. Per doz., ..c.

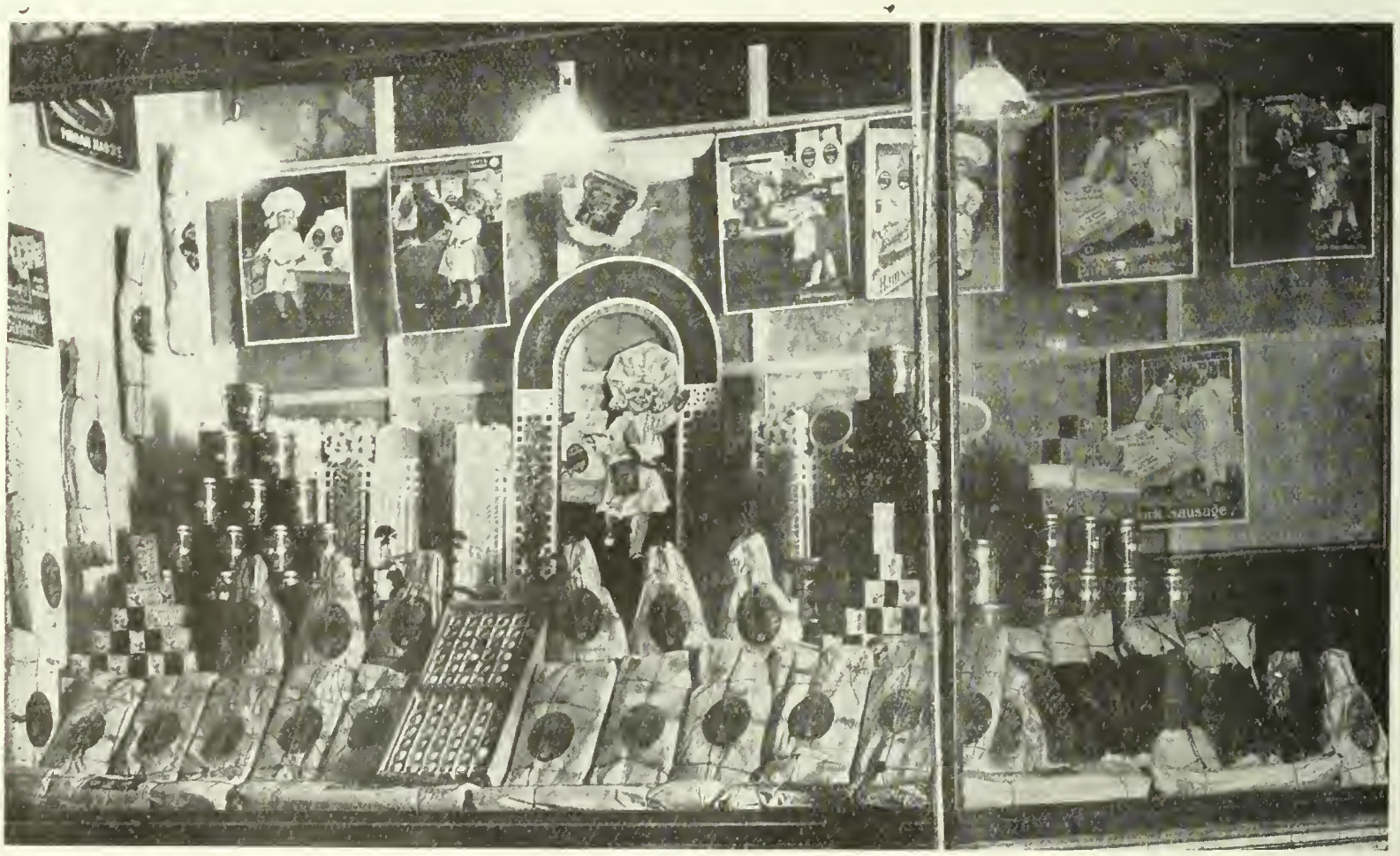
James Brown & Co.

76½ Main St. Phone 67

The above advertisement is tendered as a suggestion to our readers. All that is necessary is to insert the brands desired and the prices.

PRIZE EASTER DISPLAYS

This appetizing window was used prior to Easter last year by the Fort Garry Market, Winnipeg. This won a prize in Canadian Grocer's 1914 Easter Window Contest.



An Easter display in which provisions are the feature. Note the neat arrangement of the hams, bacon, butter, eggs, etc. This was shown last year by Bertins, Limited, Swift Current, Sask. A first prize winner in our 1914 contest.

The Chinese Merchant in B.C.

Writer in That Province Tells of the Competition of the Chinaman Contrasting Him With the Montreal Oriental—A Great Imitator and Price Cutter—A Sagacious Merchant When It Comes to Making Agreements.

Written by a BRITISH COLUMBIA MERCHANT.

SOME time ago there appeared in Canadian Grocer an article on how Chinese grocers do business in Montreal. You are alright as far as the old-fashioned Chinaman goes, but you don't know the follower of Sun Yat Sen. The modern Chinaman in all the small towns of British Columbia, if not in the large ones and in this vicinity and others I know of is right up-to-date, competing shoulder to shoulder with the best white stores. You could not tell their stores from the whites; in fact you would hardly know the employees to be Chinese in some cases. They dress and speak as we do. They keep their books in English and send out their accounts in English. They are as obliging, courteous as any white man; are willing to work longer hours, for less money. They are always on the job. They do not drink. Their young men work as apprentices. They live together in rooms back of their stores, do their own cooking, etc. If it were not that we were an established firm I feel sure we would feel this competition greatly and the day is not far off when the nation is going to feel this kind of competition.

Chinese are great placer miners and this gave them a great foothold in this district. At present they have three stores in this town — one old-fashioned, one just between, and one modern. They have rented a number of the farms near town. They have the only cobbler in town, and a barber (half price). All the laundries are Chinese, and all the gardeners are Chinamen. They have also a butcher shop, all the restaurants; they own their own cattle and sell beef at half price. They have the biggest building built by themselves, some of their clerks doing most of the work, and the biggest dance hall. Nearly all the cooks in town are Orientals, and to-day there are dozens of them mining along the Fraser river, making 75c to $1 a day, while in other places idle men are starving.

Handicapped by Nationality.

Their stores are working against odds as certain people won't trade at any cost. They are great imitators it seems and it is sometimes laughable the way they watch us. They have every Chinese cook pulling for them, and they find out from them as soon as we introduce any new goods. If we put some new line in our windows, they copy. If we make a change in our store they do the same. They have one great advantage over us, and that is they keep open Sundays. I believe in early closing and cut an hour off the evening and morning making our present hours 7 a.m. to 8 p.m., and ask them to do the same, but I notice if there is anything doing they are open later.

During good times I employed four men at from 75c to $1.25 a day. They had four Chinese boys, steady, obliging, willing workers doing more than my four men and giving the public better satisfaction. Against my $400 expense theirs was probably $40. The moment I left the running of my business to others the Chinaman gained as my men were not accustomed to such competition. There are ways to meet them, but a person has to understand their methods, and be willing to work long hours. Chinese get on well with the Indians, and can make Indians believe they are treating them well, while in the opinion of many some really are doing them up badly.

Farmers once patronized the Chinese as they got better terms they said. They told me Chinese never charged interest, even if accounts were a year overdue,

Upper cut is of a typical B. C. Chinese merchant. The other shows an Oriental in his Sunday Western dress.

but now they find out they can't sell a pound of their produce, as the Chinese have cornered the markets, by having their farms close to town.

A Sagacious Merchant.

Some people may think that the Chinaman is giving goods away. In the long run he gets more for his goods than we do, but by one method or another he fools the people. A scheme of some of them is to get us to agree to sell certain articles as sugar, flour and butter at a certain price, and at once they cut under this figure a few cents: people wonder why we are a few cents higher.

With their cheap labor they certainly make more money than we do and they spend little of this in the country. They don't do much to improve the country. A white man making the money they do would build a beautiful home and give employment to whites, but their money is probably going home to China perhaps some day to equip an army that may give us more to do than ten Kaisers. The writer of your article says they already own most of the laundries and restaurants in the East. What is to prevent them from entering every vocation and ousting the whites They can keep just as clean grocery stores as any white and do in this part of the country. Wholesale travelers of the best white houses have Chinamen as their regular customers, whom they keep well informed. I have had travelers look through my stock and because I didn't feel like buying everything from them they would tell the Chinamen what I was out of.

Wholesalers, farmers and whites in all branches of trade will find that the Chinamen may soon have such a footing it will be impossible to oust them.

At present they have their wholesale houses in Vancouver, and I have had their representatives call on me. Will we have to get down to living on 10 cents a day—rice for breakfast, rice for lunch and rice for supper?

Nicholls & Laidlaw have opened a grocery store at 103 Twentieth street, west, Saskatoon, Sask., next door to Burnett's Hardware. A. L. Nicholls has been manager for Cave Bros. for the past three years, while B. Laidlaw has been with A. W. Wylie for the last four years.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

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RESOLUTIONS OF A LIVE WIRE.

In order that I shall be in a position to pay my bills as they become due, I have resolved to place a time and credit limit on each new customer asking for credit. I have also determined to place a limit on those customers who have hitherto been paying cash and who from time to time request credit. I maintain that I owe it to my business and to my family to get in the money owing me promptly. This will enable me to meet my own obligations promptly, and to keep square with the world.—*A.L.W.*

Present Zone System Should Stand

IN the House of Commons the other day, James Bowman, the member at Ottawa for Huron East, Ontario, advocated the removal of the parcel post zone system in so far as the farmers who are in a position to send products to the large cities, such as Toronto, are concerned. He maintained that while the zone system is necessary to protect the local merchants from the mail order houses, yet in his estimation it was unfair to the farmers living at a distance beyond twenty miles from Toronto and other large centres. He wants to see this end of the zone system abolished.

Just how this man's idea can be realized without removing the entire zone system—and the only protection the local merchants have — is difficult to understand. The retailers in the large cities will never be up against serious competition through farmers sending butter, eggs, poultry, etc., to their customers. Canadian Grocer pointed out when parcel post was first established just why this is so. Apart from the risk being run in breakage and spoilage, particularly in warm weather, there is always the difficulty of satisfying the consumer at a distance. One bad egg in a dozen, or a bad batch of butter, upsets all the ideas the city customer ever had about the advisability and the alleged saving of buying her goods direct from the country. There has always, of course, been considerable trade done direct with the country, and always will be, between people who know one another; but it is a question whether parcel post has or ever will increase this business to any extent. The weight, too, of butter, eggs and poultry is against any big business being done through the mails unless the rate of postage should be reduced to practically nothing.

So it would appear that whether the zone system from the country to the city is removed or not, the farmers of the country are getting, and will get, little advantage from it. On the other hand, any monkeying with the present system would probably end in the removal of the entire zone protection and give the mail order houses a much greater advantage over the local dealers, who have to bear a heavy share of local taxes, and who are prominently and personally connected with the maintenance of their localities. The cry of "discrimination" would undoubtedly be raised if any attempt were made to split up the parcel post zone system as outlined by this member of Parliament.

Folly of Giving Goods Away

ONE has only to watch the daily and weekly newspapers throughout the country to see a vast number of schemes of varied descriptions for the securing of more business. Before the writer is one worth while reviewing. It is an advertisement in a newspaper announcing that the retailer—a grocer—will give, commencing with a certain month and in each subsequent month until further notice, a FREE DAY. By a free day this means that the value of groceries purchased on that day will be refunded to customers. It is announced that a different day will be selected each month and that no one will know what it is going to be until the end of the month. Then every purchaser on the lucky day will receive back the amount of money spent with the merchant.

Canadian Grocer does not believe permanent business can be built up on such a basis. The fact that a retailer finds it necessary to "give away" some-

thing to attract business admits to himself that he is not capable of getting the business he thinks he should have, on straight principles of quality, service, fair treatment and prices commensurate with the quality and service. It demonstrates that the merchant has not given proper attention and thought to the fundamental principles of the art of attracting business. Suppose this man does a business of $20,000 a year, or say $70 a day. In 12 months no less than $840 would be given away and, unless very handsome margins were made on the goods—which does not seem probable when one considers competition and the fact that prices of staples are always known to the consumer—it would be hard to understand at what point the dealer in question would alight.

When the time comes that business will be done on business principles, we shall find that the standard of grocery retailing will be very much enhanced.

Means Much to the Retailer

EIGHTY million dollars is the approximate amount of war orders secured recently by Canadian firms from the Russian military authorities. These orders are for shrapnel shell principally and they mean that a large number of men will be kept busy for a long time. While we all regret that conditions in Europe have made it necessary for factories in any country to turn out such vast amounts of death destroying missiles, yet these conditions have to be met and we are glad that Canada is getting a share in the manufacture of the weapons with which to meet them.

This big contract has been sublet so that factories in various parts of the country are engaged in the work, all of which will mean much to the retail trade. It should help greatly in keeping business as usual.

It has been stated that already 100,000 shrapnel shells have been manufactured by Canadian firms and have gone to Europe and that the orders from Britain alone have totalled somewhere in the neighborhood of $60,000,000. The whole thing has meant an increase in the size and staffs of plants that before the war were closed or practically closed down from lack of business.

With the majority of our other factories operating and with the farmers getting big prices for their grain and a vast harvest assured them this year, we in Canada have every reason to be elated. Spring is with us once again and all the advantages that it brings with it are due, including the reopening of navigation, a revival in building and the commencement of the spring work on the farm. Business is GOOD and it will be BETTER.

World Wheat Supplies

SOME figures in connection with the visible supplies of wheat in the different countries of the world are worth noting. The European visible supply of good stuff is practically 90,000,000 bushels, that is 6,000,000 bushels in excess of the same time last year.

On the other hand our own visible supply in Canada is over 10,000,000 bushels below what it was a year ago and that of the United States is about 10,000,000 below March last year. A reliable authority estimates that at the present time no less than two billion bushels of wheat are tied up. This enormous sum represents 50% of the world's production of wheat. Even supposing that next year the warring nations of Europe produce a crop half as good as last year there will still be a deficit of one billion of wheat. Canada as a great wheat producing country thus has her chance. We need "production more than usual" in wheat almost above everything else. Canadians might very well see the handwriting on the wall and do as much as they possibly can to increase the production of wheat. When the war is over we have got to begin to think about feeding the people that are now starving to death.

Old at Forty?

A PHYSICAL director who examined over 2,000 business men during the year claims that he finds the type physically deteriorating, and average man growing old before his time. He says that at the age of forty, the business man of to-day shows many of the symptoms of old age and very often seems on the verge of a physical breakdown. Statements of this kind are quite frequently heard, and in the cases of many individuals the facts are as stated. There is, however, another side to the story and the encouraging part of it is that few men need to be old at forty unless they so choose. To a great extent it is an optional matter. If the business man continuously keeps his nose to the grindstone of business, eats too much, gets no physical exercise and does not enjoy sports or amusements—if he takes his business cares home and to bed with him every night, he is very likely to be what the physical director says he is. Very few men should be old at forty—the suggestion that a man is old at forty should be absurd. That it is not absurd is a reflection upon many people who through their own faults are actually bringing on old age at forty.

Editorial Notes

GOOD FRIDAY and Easter mean more business for the busy grocer.

* * *

A GOOD DISPLAY of hams, bacon, cooked meats, etc., would sharpen the appetites of many around Easter time.

* * *

THE MANUFACTURER should take into account the retailer's cost of doing business and help him to higher selling efficiency.

* * *

FARMERS ARE getting a good crop of advice this year. If talk would produce crops, Canada would grow enough in 1915 to feed the world.

* * *

IT LOOKS AS if there might be some monkeying with the parcel post zones. The retailers should see that there are no thin wedge edges injected into the present arrangement.

* * *

INFORMATION gathered from reliable sources shows that the value last year of the principal farm products of the Prairie Provinces of the Dominion totalled $260,120,000.

* * *

IF THE HEN could appreciate the drop in the value of her eggs during the past few weeks, she might go on strike—luckily for the lover of the egg her understanding has remained undeveloped.

Thro' Other Spectacles

Compliment from a Contemporary

From Simmons Spice Mill, New York.

One of the biggest surprises to the grocery trade of Canada that accompanied the presentation of the 1915 Budget was the absence of a tax on tea. For some weeks past the great majority of tea importers, wholesalers and retailers, had expected that tea would be made to pay a share of the extra revenue required by the Government. Canadian Grocer consistently opposed a tax on the national beverage since the 1st of December and, practically single-handed, that excellent and influential trade paper has won out. A few moments' reflection will show the Canadian dealer what a trial it would have been to him had there been a tax or 5 or 7½ per cent. on tea, which rather than coffee is the national beverage of Canada. Tea costing the retailer 28, 29 and 30 cents per pound would have been increased about 2 or 2¼ cents, and as tea is an article usually sold at a popular price (a multiple of 5), it would have been impossible to have raised the price an additional 5 cents, and a raise of 2 or 2¼ cents would have been exceedingly clumsy and difficult to explain. To maintain the old prices would have left the retailer with his profits shaved down to a loss in some cases when overhead expenses are taken into consideration. This decision of the Canadian Government not to tax tea is not necessarily insusceptible to future revision. In the meantime it is essentially final, and the incident is worthy of reference when the lawmakers at Washington propose plans to tax the universal beverages of the breakfast table—coffee and tea.

* * *

The "Co-operative" Dividend

From the Scottish Trader, Glasgow, Scot.

To one outside the co-operative movement the disparity in the dividend is a constant source of mystery as well as amusement. The calm or rather callous manner in which the quarterly and half-yearly reports of the "Stores" are received and passed augurs badly for the future prospects of co-operators. One joint in their armour is the ever-present difficulty of the young folks finding remunerative employment after leaving school. One object of co-operation is the elimination of so-called useless labor, with the curious result of overtaxing the energies of their employees, who are compelled to drudge or sweat to the large crowds who frequent the "Store" (oor ain shop), where valuable time is frittered away in idle gossip. If the dividend were withdrawn or reduced it is probable that doleful lamentations would be heard, as if the movement had proved a failure.

It is sometimes argued that the private trader does not give something back to the customer when a monthly, quarterly, or half-yearly (even yearly sometimes) account is being settled. The customer is charged the current prices, and by "booking" keeps the trader from using his or her money when it might be of the utmost service in securing stocks of flour, sugar, butter, cheese, and other commodities when favorable opportunities arise.

* * *

Getting Cold Feet

From Interstate Grocer, St. Louis, Mo.

A grocer in a town in Kansas has come out publicly and proclaimed that he is tired of running an "ethical grocery business," meaning that he runs his store along legitimate lines, giving no trading stamps or coupons, and don't cut prices, and proposes to give the people what they want—something for nothing. He quotes Sears, Roebuck & Co.'s catalogue of recent date where they are offering 33½ pounds of sugar for a dollar with a ten-dollar order of groceries and intimates he is going to follow the same plan. It is a sad sight to see a grocer get cold feet and give in to the mail order concerns in this way. Suppose every grocer in the country should make up his mind suddenly to do the same thing? What would be the inevitable result? In about three shakes of a lamb's tail, the grocers would be out of business and the mail order houses would have what they are looking for—a monopoly of the grocery business. The greatest general of them all once said: "I propose to fight it out on this line if it takes all summer," and he made good. This would be a good motto for the grocer when it comes to fighting the mail order houses. Keep fighting!

* * *

A "Cafeteria" Grocery

From South-West Commercial Bulletin.

J. R. Newberry, the famous California grocer—sometimes wholesaler and then again retailer, but always original and sensational—is out with a brand new adaptation of the idea of cutting down service costs in the grocery trade. He is converting his Riverside grocery store—the last one left of his old chain—into a "cafeteria grocery."

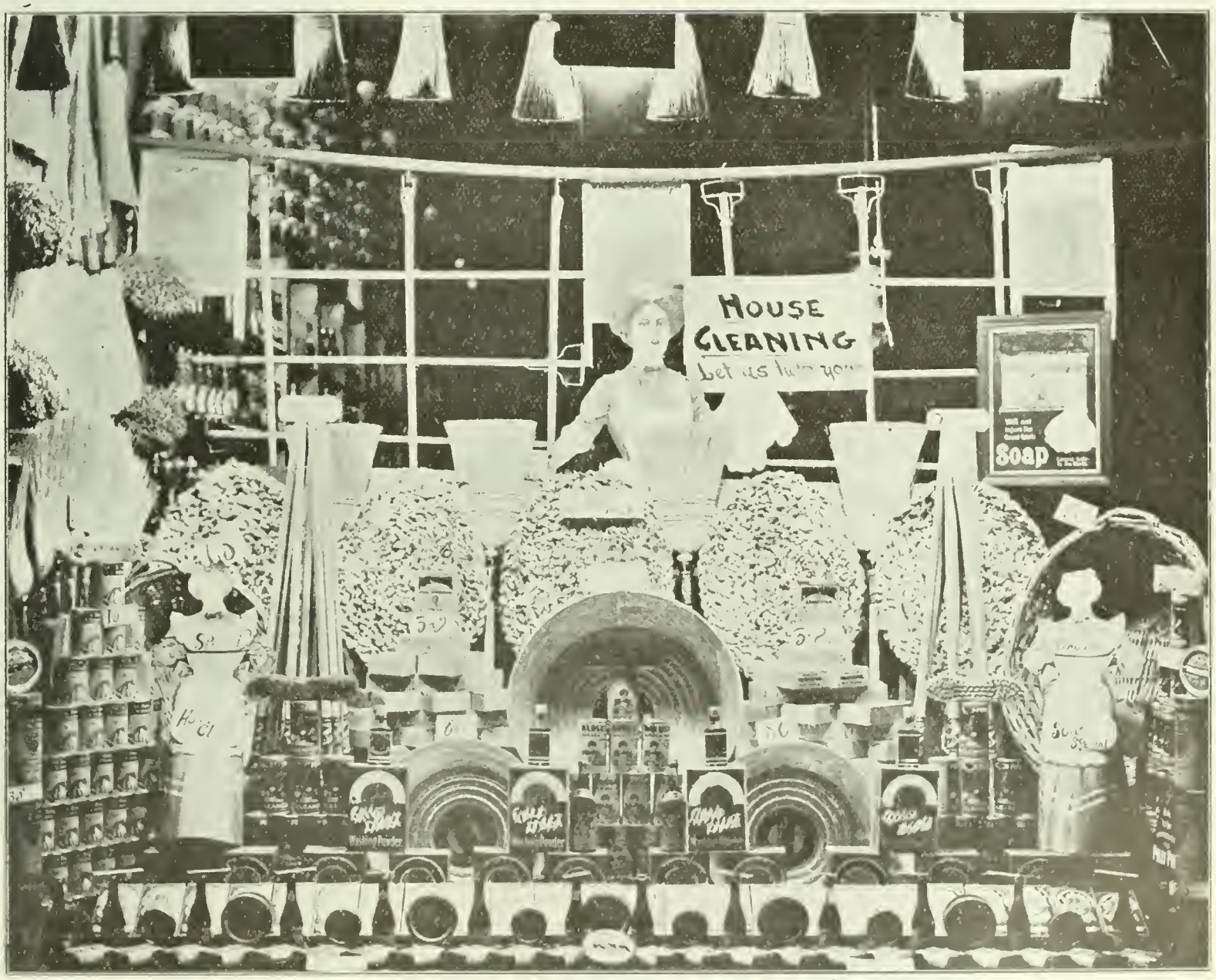
His plan is to operate along practically the same lines as cafeteria restaurants are conducted. Railings will be built into the store, and as the customer enters she will pick up a basket arranged for her convenience. Then she will pass down the aisles and help herself to whatever she wants, arriving at the end of her journey in front of the cashier's window, where her purchases will be checked up and she will pay over the spot cash. Every article in the stock will be plainly marked, so that the purchaser will have to ask no questions.

For several years Mr. Newberry has been liquidating his business, and now has his grocery interests down to the one Riverside establishment, which carries a stock of perhaps eight or ten thousand dollars. At one time he operated a near-wholesale grocery house and a string of more than thirty retail stores all over Southern California, including two large down-town establishments in Los Angeles. These chains flopped from a high-class credit to a cash and no delivery basis five years ago, and the change was not successful. Since that time he has been selling his stores as rapidly as possible, and the one at Riverside alone remains.

It is understood that the Riverside experiment is being made by Mr. Newberry largely for amusement, and for the purpose of trying out a decidedly unique scheme. He is getting on in years, and is reputed to be wealthy. His experience as a retail grocer in Southern California dates back to Riverside and San Bernardino thirty-one years ago, where he started in a small way and rapidly grew until Los Angeles was made the centre of his activities.

HOUSE CLEANING WINDOW TRIMS

Here is a simple but a good-selling display showing various spring house-cleaning lines.



A well thought-out display of house-cleaning suggestions, with a wide variety from which to choose.

Reduced Fares for the Convention

Preparations Being Made Well in Advance for the Ontario Grocers' Convention in London—Masonic Temple Selected for Sessions and Exhibits—Conference With Wholesalers and Manufacturers Likely—Banquet for the Visitors.

LONDON, March 25 — (Special).—Secretary W. C. Miller of the Grocer's Section of the Retail Merchants' Association, Ontario branch, has been in the city for some days making advance preparations for the big grocers' convention here early in May. Mr. Miller came to London at the request of the local association to look over the ground, and make final preparations for the Convention Building, and the space to be left to foodstuff manufacturers for exhibits.

After taking into consideration the number of applications from manufacturers for space in the exhibit, that have already been received, Mr. Miller reported adversely to the committee on Hyman Hall, and made an arrangement instead to hold the convention in the Masonic Temple. This he claims, after looking over available locations, is the finest hall for the convention to be found in London, if not in Western Ontario. This has been secured for three days, Monday, Tuesday and Wednesday, May 3rd, 4th and 5th. The large auditorium in this temple will be used for the business session, and the banquet hall, which itself is large, has been set aside for manufacturers' exhibits of Canadian made products. Invitations will be extended to the general public to visit this exhibit, so that the manufacturers will have an opportunity for meeting both the retailers and the London consumers. Some forty spaces have been reserved, the size of each being about 9 x 9 feet in dimensions. Mr. Miller has charge of this end of the work, and he says that already about 10 spaces have been spoken for. The erection of stands, etc., will all be provided for, and everything will be in readiness to permit exhibitors to arrange their displays on Monday morning, the day prior to the first big business session.

Banquet to the Visitors.

The large ante rooms in the building will be used, and special reservations made for the comforts of feminine visitors. The London Grocers' Association have also arranged for a complimentary banquet to be tendered to the visiting delegates, and they are leaving no stone unturned to make this the biggest and best social function that has ever yet been held in connection with the Ontario Grocers' convention.

Reduced railway rates have been secured from the Eastern Canadian Passenger Association, and it remains for the retailers themselves throughout the Province, as to the rates that will be secured. For instance if the secretary certifies that 99 or less are on attendance holding properly receipted certificates of the standard form, delegates will be returned to their original starting point at two-thirds of the regular one-way first class adult fare, plus 25c. The 25c to be paid to the special agent at the time the certificate is validated. If the secretary certifies that 100 to 299 are in attendance, holding properly receipted certificates, they will be returned home at one-third of the lowest regular one way, first class adult fare, plus 25c. If there are more than 300, present, holding the proper certificates, they receive their return fare on payment of 25c only. There should at least be more than 100 present, and if so delegates will receive the fare and one-third rate for the return trip, plus 25c.

Grocers attending the convention must purchase a first class full fare one way—fare for which must be not less than 50c—and secure a certificate to that effect on regular certificate form, which must be presented to the secretary at the convention immediately on arrival. Ticket agents are all supplied with standard convention certificates, and have instructions from the Eastern Canadian Passengers' Association to issue them on application. One does not necessarily say he is even going to attend the London convention. If there are 300 or more present—and there will be if the Ontario grocers do their duty—the association will be able to return them to their destination free of charge with the exception of the 25c for vising the certificates.

Joint Conference Probable.

As already mentioned in Canadian Grocer, there is every possibility that a joint section of retailers with manufacturers and wholesalers will be held. This will be one of the leading features of the entire convention.

An address of welcome will be extended by representatives of the London city council. Secretary Miller expects to have the complete program and official notices sent out in about two weeks.

A telephone is installed in the building, and any delegate will be able to be in touch with his business, without leaving the Masonic Temple.

Every retailer in the Province is invited to attend this convention, whether he is yet a member of the association or not. It is assured that this is going to be one of the livest conferences of retailers that has ever been held. The dates have been announced a sufficient time ahead to give everyone an opportunity to make arrangements to be in attendance. The trip will certainly be worth the time.

This picture of the Executive of the Grocers Section, Retail Merchants' Association, Ontario Branch, was taken at time of the convention last year, when it was the Ontario Retail Grocers' Association.
Front row (left to right): E. K. Barnsdale (3rd Vice-Pres.), Stratford; Ed. Hazell, Hamilton; Gordon B. Drake, London; W. J. Mellen (Pres.), Brantford; Thos. Shaw (Treas.), London; Adam Palmer (2nd Vice-Pres.), London; Alex. Phillips, Ottawa.
Top row (left to right: Donald McLean, Toronto; F. C. Harp, Brantford; J. A. McIntosh (1st Vice-Pres.), Hamilton; W. C. Miller (Sec.), Toronto; Chas. McCausland, Paris; and E. F. Mason, Peterborough. D. W. Clark, Toronto; W. J. McCully, Stratford, and J. D. Wisdom, Allandale, are executive members not in this picture.

London Grocers' Annual

New Officers Elected and Two Presentations Made—Address by Ontario Grocers' Secretary—Wednesday Half-Holiday Again.

London, Ont., Mar. 22.—(Special).—The annual meeting of the Retail Grocers' Association was held on Tuesday last in their rooms over the Imperial Bank. The election of offieers for the ensuing year was the primary object of the meeting. There was a large attendance. A. W. Palmer, the retiring president, was presented with a handsome gold-mounted umbrella, Harry Ranahan making the presentation, to whieh Mr. Palmer replied, thanking the members for their gift, and saying he would remember them always, but especially on the "dark days when it looked like rain." Thos. Shaw, the treasurer, was also presented with a nice gold-mounted umbrella. Gordon Drake made this presentation, mentioning the hard work Mr. Shaw had done sinee he has been in the office, and congratulating him on being eleeted for the seventh sueeessive year. Mr. Shaw replied in his usual happy manner, thanking the members for their kind remembranee.

J. W. EEDY,
Elected head of the London Retail Grocers' Association at the annual meeting.

W. C. Miller, secretary of the Groeers' Section, R.M.A., Ontario Branch, was present and was given a hearty welcome. He gave an interesting address on the work which had been aceomplished during the year, and pointed out some of the leading matters whieh would come up for diseussion at the eonvention. He spoke with emphasis on the faet that never before in the history of the retail grocer did they require to be united more than now, to combat the conditions with which they are face to face to-day. He also reported on the arrangements whieh had already been made in regard to the convention and intimated that he would be in London for a few days to assist the local committee in further completing their arrangements. Mr. Miller was given a hearty vote of thanks and assured of the hearty co-operation of the London grocers in association work. The representative of the Atlantic Sugar Refinery also gave an address.

The treasurer's report, which showed a substantial balance to the credit of the association, was submitted and was adopted unanimously.

The following were appointed as chairmen of the different committees in connection with convention in May:

Reception Committee—T. Shaw.
Hotel and Billeting—Harry Ranahan.
Publicity—Ald. Adam Palmer.
Membership—Gordon B. Drake.

Every member present agreed to do all possible to make this year's eonvention A Raid on London.

The meeting deeided on Wednesday half holiday for five months, May, June, July, August and September. The matter of the annual exeursion was left over till the next meeting in April. The following offieers were elected for the ensuing year: J. W. Eedy, president; Geo. H. Ellis, 1st vice president; Alfred Cave, 2nd vice president; Thomas Shaw, treasurer; Harry Harley, seeretary; auditors, P. T. May and J. A. McFarlane. The executive was left with the new president. He has chosen, sinee the meeting, for his exeentive: J. A. McFarlane, H. Fountaine, P. H. Ranahan and W. V. Charlton.

H. H. HARLEY,
Re-elected Secretary of the London Retail Grocers' Association.

On the following morning, W. C. Miller and Mr. Harley of the London Association looked over Hyman Hall, the plaee chosen by the London grocers for the coming convention. Mr. Miller thought the basement hardly suitable for demonstration purposes. Then Mr. Harley showed him the new Masonie Temple and he was delighted with it. It is more spacious and modern and will aeeommodate twice the number of exhibits. So they decided on the Masonic Temple for convention purposes.

N.B. MERCHANTS' CONVENTION
Extensive Preparations Being Made for Large Delegation.

St. John, N.B., March 25—(Speeial).—The New Brunswick Braneh of the Retail Merehants' Assoeiation of Canada will hold their first provineial convention on April 13th and 14th, in St. John.

At a meeting of the Provineial Exeentive held on Wednesday evening, Mareh 17th, the provineial secretary, N. C. Cameron reported seven hundred members since the organization started, about four and a half months ago.

Preparations are being made for entertaining a large number of delegates, sueh as single fare on all railroads, automobile drives around the eity with the ladies, a trip through the Corona candy factory, as well as through the Atlantie Sugar Refinery. There will also be a number of manufacturers' exhibits in the hall where the eonvention is held.

It is expected that the Dominion secretary, E. M. Trowern, from Toronto, will be present, also the Dominion treasurer, J. A. Beandry, of Montreal.

The two organizers in charge of the work are R. G. Doyle, of Ontario, and I. MacDonald, of Halifax, N.S.

A great many resolutions are being reeeived by the provincial seeretary, whieh will eome before the eonvention, and it is expected that a large attendance of the merchants will be the result.

MORE GROCERS STUNG.

Merchants in several parts of Canada have been victimized of late by men posing as soldiers who tell plausible stories of placing contracts for groceries, eventually passing a bad cheque off on the grocer.

There is nothing new under the sun. All the good excuses have already been made.

OUTSTANDING ACCOUNTS REDUCED.

Splendid Work of Association in Cranbrook, B.C.

Cranbrook, B.C., Mar. 25.—(Special.)—The first annual meeting of the Cranbrook Retail Merchants' Mutual Protective Association, held recently, was well attended, and a lively interest evinced in the proceedings throughout.

The association has twenty-four members, nearly 100 per cent. of the eligible merchants of the town, all of whom declare that their only regret with regard to the association is that it was not started years ago. The president, Ira R. Manning, of Ira R. Manning, Ltd., read an interesting report, in which he congratulated the association on having passed from the experimental stage to the standing of a recognized institution.

The secretary's report disclosed some interesting statistics with reference to the huge reduction in outstandings on merchants' ledgers at the present time, as compared with a year ago when the association was started, and suggested to members that the influence of the association was largely responsible for this, the very existence of the association having created an atmosphere wherein credit was coming to be regarded for what it is—a privilege rather than a right.

The balance sheet showed a very satisfactory state of affairs, especially taking into consideration the abnormal period through which the association had plowed its first furrow, the item referring to collections being of especial interest. This indicated that the association office had been practically self-supporting, the collection department having succeeded in collecting nearly as much money for members as they had subscribed in fees. This was considered highly satisfactory, having regard to the class of accounts turned into the association office for collection, many of them years old, the delinquent parties being scattered all over the country.

Reference was made to the splendid service rendered by the Retail Merchants' Association of B. C., whose office at Vancouver had been of great assistance in tracing parties from town to town, and also in the collection of accounts.

A strong executive was elected to carry on the business of the association, E. J. Patterson, of the Fink Mercantile Co., being appointed as president, Ira Manning as vice-president, and Geo. S. Hougham as secretary-treasurer; and the following gentlemen as executive: R. J. McCreery, of McCreery Bros., ladies' and men's furnishings; Mr. Gilchrist, manager for P. Burns & Co., butchers; W. Marshall, accountant for Messrs. McBride, hardware supplies; Frank Murphy, of the Beattie, Murphy Drug Co.; W. H. Wilson, jeweller; and W. J. Atchison, of Little & Atchison, grocers. Other matters of local interest, including the establishment of a weekly half holiday, occupied the attention of the meeting till a late hour, the opinion of all being that the evening was well spent.

SERVICE DEPARTMENT

March 17, 1915.

Editor, Canadian Grocer.—Kindly let us know the names of firms in Toronto, acting as grain brokers.

Plain Court, Ont. G. B.

Editorial Note.—Following are Toronto grain brokers: Canada Grain Co., 59 Yonge street, and L. Coffee & Co.; W. Gunn & Co.; Hogg & Lytle, Ltd.; J. C. McKeggie & Co.; J. T. Melady; C. E. Nourse & Co.; Stark Bros. & Co., all in the Board of Trade Building.

MARITIME PROVINCE PROSPERITY.

Halifax, N.S., March 26.—Wentzells, Limited, is a concern in Halifax that shows no injurious effects from the war and the depression consequent thereon. On the other hand, the company, at the meeting of shareholders a few days ago, announced that not only was the 7 per cent. dividend paid on the preferred stock, but 3 per cent. had been declared on the common. Their business is wholesale and retail grocery, and the turnover, the largest in the company's history, reached $1,020,000. Since the organization of the company in 1892 dividends have been paid on the preferred stock. The net profits for the year, available for dividend purposes, were $39,100, slightly less than 4 per cent. on the overturn. After payment of the two dividends there remained $19,502 to carry forward to the credit of profit and loss. The balance of $8,648 to the credit of profit and loss at the close of the preceding year was added to the reserve, which now stands at $31,000. The authorized capital of the company is $300,000 7 per cent. cumulative participating preference stock, of which $235,500 is issued, and $116,000 common stock, of which $112,000 is issued. The directors are H. W. Wentzell (president and general manager), J. J. Penny (assistant manager), D. S. Hart (secretary), R. Moulton (vice-president), G. A. Moulton, G. F. Ring, and John W. Regan.

READERS' SERVICE DEPARTMENT.

Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.

THE PUBLIC CALLS THE TUNE.

(Continued from page 21.)

want the sun to go down on the lady's wrath so he made another effort.

"But, Mrs. Madd——"

"Good day, young man."

And with that she flounced out of the store, but not before Jeremiah had disappeared down an entry at the side of the store.

Jeremiah issued very cautiously whence he had hidden, and instead of going into his store he went for a walk down to where the river meanders along south of the city. As he passed down the street, he saw Mrs. Madd in Mr. Faction's store giving the grocer an order.

Jeremiah sat down on the river bank and cogitated. He attempted Sydney Smith's feat; he tried to get out of his skin and sit in his bones so that he could have an argument with himself. And this is what he said:

"Jeremiah, you're an ass. I regret to have to admit it but you are. That woman was perfectly just. You know as well as I do that those provisions had been in that store for days, some of them for weeks. That's why you are losing trade. Satis Faction, over the way, is recruiting from the ranks that used to be yours, and you know it. And it's no wonder. Your buying is all part of your general short-sightedness. You've got to Please the Public. If you can't take the trouble to sell fresh stuff to your customers they won't take the trouble to buy at your store. See?"

Himself must have seen for he made no reply to the argument.

So Jeremiah went to his store. From that day to this he has never stocked eggs that spoke, nor ham that was ready to fly, nor butter that was only fit for greasing locks.

Jeremiah Jones learnt that the public, paying the piper, calls the tune.

A Fine Issue for the Clerks

Annual Spring Sales Number Will Be Full of Meat for Every Salesman—Special Attention Paid to Window Displays, Interior Arrangement and Selling Ideas.

THE clerk of to-day is the merchant of to-morrow.

In the majority of Canadian stores there is one or more young salesman behind the counter, who in five, ten, fifteen or twenty years from now will be the owners of businesses themselves, and many of them will be leaders in grocery thought and progress.

In the SPRING SALES NUMBER of Canadian Grocer, which will reach the trade on April 16, there will be many things of great importance and advantage to the young salesmen. Every clerk behind the counter is interested particularly in window display, store arrangement and selling ideas. From these standpoints there will be a wealth of informative ideas and illustrations, which we believe have never been surpassed in any issue of any trade newspaper that has ever reached the grocery trade.

The window displays have been selected from a large number with a particular regard to their selling advantages. Window display is an art that has got to be practiced by every young man who undertakes the work. Because everyone's ideas are more or less limited, Canadian Grocer makes it a special study to present to our readers in our regular issues new ideas in display. The Annual SPRING SALES NUMBER will be a regular issue in enlarged and elaborated form, with a number of very splendid displays.

The interior displays will be of the same high order. Small towns and cities, as well as large cities, will be represented, and among these are some of the finest in appearance that have ever reached the trade.

Selling ideas have been secured from salesmen, who from day to day and week to week are actually increasing business in their respective stores. Actual methods and sales talks will be presented of inestimable value to every clerk in his future advancement.

It has been frequently said that new men entering the trade are often short on how to conduct a bookkeeping system that will keep them well informed as to the progress of business. In this SPRING NUMBER will be a large number of suggestions along these lines, which will naturally be of particular interest to clerks. Besides there will be ideas in retail advertising, kinks in the grocery store, suggestions for getting after particular trade, and a hundred and one other new ideas of value to every dealer and clerk in every Canadian store.

Here is a suggestion for the merchant. When you have read the SPRING SALES NUMBER of Canadian Grocer, hand it over to the clerks. It will make them better equipped to advance your business afterwards. This big issue will appear on April 16.

THE EDITOR,
March 25th, 1915. Canadian Grocer.

P.S.—Not the least interesting and valuable feature of this number will be the advertising. Practically every advertisement will offer you ideas that can be turned into cash. Look out for them.

The Clerks' Page

HOW THE HUNDRED IS DIVIDED.

Editor Clerks' Page.—I figure the answer to Mr. N. Fink's question as follows:

48 children are getting.....$ 4.00
41 women are getting 41,00
11 men are getting 55.00

100 people are getting $100.00

J. ARTHUR LEBOEUF,
Montreal. 89 St. Catherine St.

* * *

THE PORK DIVISION PROBLEM.

Editor Clerks' Page.—Re "Pigs Problem." I beg to submit the following answer.

Suppose A takes 100 lb. at $5.50, and B takes 100 lb. at $4.50. As B would be only getting $4.50 worth in taking 100 lb. and A $5.50 worth in taking the same quantity, I suggest that the pig was first cut in the centre, where the value of the meat is a fair average of the whole pig, or 5c a pound.

As B is short 50c worth and A is 50c over, B takes 10 lb. more from A's piece and they get 90 and 110 lb. respectively.

J. ARTHUR LEBOEUF,
Montreal. 89 St. Catherine St.

Edit. Note.—Let us see whether this will prove out correctly:

90 lb. at 5½c equals $4.95
110 lb. at 4½c equals 4.95

Total $9.90

This does not give either $5 worth of pork and the total is 10c short of the $10.

* * *

SAYS LOSS WAS $60.

Editor Clerks' Page.—My answer to the hogus money problem is as follows:

The grocer gave the hobo groceries valued at .....$ 5.00
And change 15.00
When Jones the hardware man found the bill was bogus, the grocer had to refund him 20.00
Which amount he took from his child's bank 20.00
And would have to be replaced, so the grocer would lose on the transaction $60.00

J. D. Bankier.
Kingston, Ont.

THE ENCYCLOPEDIA

POTATO STARCH.

Editor Canadian Grocer,—Could you tell me where I could get information in regard to the making of starch from potatoes?

Armstrong, B.C. F. L. S.

Editorial Note.—A large amount of starch is obtained from potatoes, which yield on an average about 16 per cent. of their weight. The first operation in making starch from potatoes is to thoroughly wash the tubers, after which they are reduced to a pulp in a rasping cylinder. The pulp falls from the rasper on to a starch separator, the bottom of which consists of wire gauze having thirty meshes to the inch.

This separator is slightly inclined, so that the shaking process gradually moves the pulp towards the lower end. The starch separator is of the same width as the hasps, namely, about thirty-six inches, and is twelve feet in length. During the progress of pulp along the separator, jets of water are thrown upon it from pipes arranged above. The water detaches the starch granules from the pulp, and the granules being small enough to pass through the meshes of the gauze, are carried through, while the pulp is left upon the screen, to be ejected finally at the lower end. The starch, when it enters these tanks with the water, rapidly settles to the bottom, and the reddish-colored water can be drawn off. In a few hours after the tank is filled the starch is settled in a hard compact mass in the bottom of the tank. The proportion of starch and water is such that a four-inch layer of starch will result from a quantity of starch milk which would fill the tank. In other words, four inches of starch are overlaid with about six feet of water.

The crude starch resulting from the above process, after the water is drawn off, is lifted by shovels and thrown into another tank of somewhat smaller size fitted with a revolving stirrer; water in large quantities is added at the same time, and the starch is beaten into a cream and again allowed to settle. This process is simply for washing the starch and removing the larger portion of impurities. In the second settling the pure white starch first goes to the bottom, and when the water is drawn off it is found to be covered with a thin layer of starch mixed with various impurities. This layer is removed separately, and the pure starch underneath is ready for the drying tables.

The white starch derived from the process just described is dried in kilns of two kinds. The old-fashioned kilns were heated directly by furnaces, the hot air coming from the pipes being used to dry the starch. In modern kilns the drying is effected by means of steam coils. These permit a more uniform and more rapid drying, and at the same time diminish the danger of fire.

After a few hours' drying the large blocks of wet starch fall down in smaller portions, on raking, and these smaller portions fall through the slats, and are caught upon the shelves below. Thus, little by little, the starch which is raked through the shelves becomes drier and drier, and is brought into contact with the hot air.

In this way the starch granules are protected from swelling and conversion into a pasty mess, as would otherwise be the case if they were subjected in the wet state to the full temperature of the final drying.

Potato starch, besides being used for culinary purposes, is also used in the manufacture of cotton, woolen, linen and silk goods for three distinct purposes: (1) Sizing for the warp yarn before it is woven; (2) Bleaching, dyeing or printing; (3) In the form of dextrin or roasted starch as a thickener or vehicle for applying the colors to a fabric.

CAN THERE BE TRUTH IN THIS?

A Canadian Grocer reader asks: "If the scale inspector hires a carter at two dollars a day and goes to, say, thirty places to inspect scales and charges each merchant 30c cartage, and his trip, say, covers six days, and on the seventh day he rests, how much does he make on the carter off the merchant?"

Current News

Quebec and Maritime Provinces.

Day & Crabb, grocers and provision dealers, St. John, N.B., have dissolved, W. C. Day continuing.

W. J. Bullock, representing Horton, Cato Mfg. Co., Detroit, leaves Montreal this week for an extended business trip through the Maritimes.

The success of the Dominion Fisheries Association which was formed recently seems assured, as applications for membership are coming in from all over the country.

Ralph Rodrigue, formerly in the employ of Fraser, Viger & Co., Montreal, has opened up for himself at the corner of Claremount and Sherbrooke streets, Westmount.

Fire did considerable damage to the store of J. M. Richard & Co., groceries, dry goods and shoes, St. Jerome, Que., March 19. The store of J. D. Guay was also seriously damaged.

Saturday last was called Orange Day by a number of Canadian stores, who had special prices and special displays. A full page ad. was run in one of the newspapers by the stores who co-operated.

Fire starting from an unknown cause entirely gutted three departments of the wholesale grocery firm of J. B. Renaud & Company, on St. Andrew, St. Paul, Renaud and Dambourges Streets, Quebec, P.Q., causing over $75,000 damage.

The unemployed who crowded the Maisonneuve, Que., Council Chamber, were given hope Wednesday, when Mayor Tremblay told them to go to their homes confident that the paving contracts would be given out without unnecessary delay with the object of setting the men to work. Mayor Tremblay was applauded by the crowd when he told them to call on their grocers and inform them that work would be provided within a few days.

Ontario.

A. A. Farrar, grocer, Tweed, Ont., has sold to W. A. McMaster.

Clare Greer, grocer, Toronto, is succeeded by Isabella Worth.

J. McCallum, grocer, Strathroy, Ont., has sold to Samuel J. Marchman.

Thos. Maxwell has purchased Jas. Reynolds' general store business at Bancroft, Ont., and will take possession immediately.

Campbell & Gibbon, grocers, Port Arthur, Ont., sustained a fire loss recently.

Pipe & Presley, general merchants, Cobalt, Ont., have dissolved, Taylor Pipe continuing.

The National Cash Register Co., are opening a sales office at 40 Adelaide St. west, Toronto.

D. S. Litster has purchased the grocery and flour and feed business of S. Gowing, Burks Falls, Ont.

Jas. Broad, formerly with the Bowes Provision Co., Toronto, has joined the staff of Lindners, Limited.

John J. Hager, general merchant and postmaster of Hagersville, Ont., for thirty-five years, died recently as the result of a paralytic stroke. Mr. Hager's father was the founder of the village.

The following merchants have been elected as the Retail Merchants' committee of the Fort William, Ont. Board of Trade: C. H. Jackson, C. E. Chapple, S. D. Cashmore, R. E. Walker, C. W. Wilson.

J. H. Pickering, Fingal, Ont., has sold his stock of groceries, boots and shoes, and dry goods to D. A. Cattanach, who formerly owned the business, and who sold the business to Mr. Pickering two years ago.

J. H. Blake, a representative of M. J. Brandenstein & Co., importers of teas, coffee, etc., San Francisco, Cal., was in Toronto during the week and visited the Toronto offices of the Canadian Grocer. Mr. Blake is the author of a book on tea entitled "Tea Hints for Grocers," which Canadian Grocer advertised and sold for many years—in fact until all available copies were sold.

A despatch from Los Angeles, Cal., says that John C. Eaton, president of the T. Eaton Co., Ltd., Toronto arrived in Pasadena recently. He was accompanied by Mrs. Eaton, their three children, and William Dobie, president of the E. W. Gillet Co., Toronto, and Mrs. Dobie. The party intend to tour California, and for that purpose Mr. Eaton brought with him two automobiles reputed to be among the most costly built abroad. Everywhere they go they attract attention.

Western Canada.

A. T. Rowell will open a grocery store in Delburne, Alta., on the 1st of April.

There is a report to the effect that Nash Bros. will open a wholesale grocery establishment in Red Deer, Alta.

On March 1, a general store was opened at Peachland, B.C., under the management of H. E. McCall of Thompson & McCall.

Benj. Gallant has disposed of his general merchandise business at Bloomfield, B.C., to Andrew Martin, of Bloomfield, and Remie Arsenault of Bloomfield Station.

N. P. Schmit, Turtleford, Sask., has disposed of his general merchandise business to Davis & Underwood. Mr. Schmit will remain in Turtleford for some time. Davis & Underwood are having some alterations made to the interior of their store.

The monthly meeting of the Moose Jaw, Sask., Retail Merchants' Association was held recently following a luncheon of the members. Several important matters were discussed, including the recent report of the Fire Underwriters' Association regarding the reduction in the insurance rates in the city.

The Saskatoon Board of Trade is in favor of giving the Daylight Saving scheme another trial. Members are of the opinion that the short time during which it was in operation last year was not sufficient to test its advantages thoroughly, so in order that the merchants may satisfy themselves of the benefits of the scheme it is memorialising the council to put the scheme into operation again this year and to give it a fair trial.

Some time ago Canadian Grocer referred to the methods of a firm in Vancouver, B.C., which issued what it called "Scrip" to retailers who in turn gave it out to their customers buying goods—the scrip being good for transportation service. The same thing has arrived in Calgary, Alta., where several merchants have gone into the scheme. It would be interesting to have a ruling on this in so far as the Trading Stamp Act affects it.

Big Changes in Dried Fruits

Several Lines Show Price Changes—Drop in Shelled Walnuts—Coffee Duty Removed—Tea Did Not Advance in London—Canned Lobster Has Good Sales.

Office of Publication, Toronto, March 25, 1915.

THE wheat market in Chicago and in Winnipeg took another slump this week, consequent upon the fall of Przemysl. Wheat was quoted in Chicago at $1.51 a bushel and in Winnipeg at $1.58½. This Chicago price is particularly low in comparison with the $1.60 mark which was obtained less than a week ago. It will be interesting to see whether wheat is going to go up or down, for of course flour prices depend upon the antics of wheat. Such influences as this Russian victory and the promise of an early issue out of the Dardanelles troubles are all good bull factors. Without wishing to be unduly bearish, we would point out that it is a long way to those 65,000,000 bushels of wheat which Russia is going to liberate as soon as she gets the chance. And when those 65,000,000 bushels are liberated, it must be remembered that not only is Britain going to be in the market but also several of the Continental Countries.

The egg situation is interesting at present. There are now no storage eggs coming either in Canada or the States worth speaking about and the whole production new laid. This week we quote eggs from wholesaler to retailer at an advance from last week of 2c. This is due to the fact that accompanying the enormous production of new-laid eggs there has been an enormous consumption. Everybody is eating eggs; they are cheaper food just at present than meat. It was not ever thus. Three months ago a very different story had to be told. We understand from the States that no fewer than 90,000,000 eggs came into New York last week from Texas and no room could be found to store these. The fact of the matter is that the refrigerators in the States are so full up with beef imported from the Argentine and that sort of thing that there is no room to garner all these new-laid eggs. That means that there is going to be a glut on the market, and the effect of that so far as we are concerned will be to make the farmer keep down his prices on new-laid eggs in this country, which the man in the street won't complain of at all.

Once more we record an advance on cheese, this time of a quarter of a cent. There is very little cheese in the country and what there is can be sold most advantageously to Britain. Provision men say that there is to be no let-up on the high prices on cheese and we may not only look for no reduction on old cheese, but we must accustom ourselves beforehand to fairly high open prices on the new make when it comes along.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Weakness in flour.
- Feed prices expected lower.
- Rolled oats down 20c.
- Rye flour quoted lower.

PRODUCE AND PROVISIONS—
- Eggs at 23c for Easter; will be lower after that.
- Butter down two cents.
- Cheaper cheese anticipated.
- Higher prices for live fowl.

FRUIT AND VEGETABLES—
- Strawberries here at 40c.
- Cheaper cauliflower coming.
- Parsnips up to $1 bag.
- Radishes down to 40c.
- Florida tomatoes at $4.50.

FISH AND OYSTERS—
- Frozen market still weak.
- Dore, pike, perch and carp in.
- Tomcods sell for mere song.
- Tomcods off the market.
- Holland herrings delayed.

GENERAL GROCERIES—
- Big changes in dried fruits.
- Figs, dates and raisins arriving.
- Shelled walnuts take a drop.
- Higher spice quotations.
- Peculiar sugar situation.
- Prices on 1915 prunes quoted.
- Recent tax on coffee removed.
- No sales of new molasses.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour business quiet.
- Wheat slumps again.
- Rolled oats lower.
- Barley still strong.

PRODUCE AND PROVISIONS—
- New laids are slightly higher.
- Cheese advances, too.
- Passover possibilities for poultry.
- No change in butter.

FRUIT AND VEGETABLES—
- Carrots and turnips slow.
- Apples sell well.
- Navels moving briskly.
- Celery lower.

FISH AND OYSTERS—
- Fresh halibut arriving.
- Oyster trade resurrected.
- Haddie moving well.
- Ciscoes coming in.

GENERAL GROCERIES—
- No change in tea.
- Dried fruits move better.
- Shelled walnuts down.
- Spices firmer.
- Coffee prices stiffen.

QUEBEC MARKETS.

Montreal, March 25.—March is usually quiet in the grocery trade, and this is shown in an effort on the part of the wholesale trade to stir up business by means of lower prices. Several cuts have been made in the past two weeks. As a result, quietness exists in the primary market. Talk of peace will have an effect on the market, as it is realized that if the war comes to a close, many prices will go to pieces.

This being a lean year for olives, when prices should be high, little interest has been shown in new prices. These have not yet arrived from Europe, and few are expected, as it is believed by many in the trade that high prices will make them prohibitive. If such is the case, a higher value will be placed on stocks held in Canada. Pickles are another line, the importation of which is expected to be small this year.

With a weakening of the oat market, lower prices were being quoted by the mills for rolled oats in bulk, the price of packages remaining the same. Retailers can secure oats at $3.60 for 90-lb. bags, and it is expected that $3.50 will be quoted next week.

Important changes have taken place in the dried fruit market. Prunes, 1915 crop, are now being quoted by the wholesale trade at prices lower than those of 1914, for November delivery. Contrary to expectations, plenty of dates, figs and raisins are being offered and difficulties experienced in making sales. Figs, both in bags and boxes, are being offered this week at much lower prices. Several lines of nuts are down in the primary market, including shelled walnuts and Tarragona almonds, in shell. The latter should be offered at 16c this week. Filberts seem to have followed walnuts on the down grade.

New maple syrup is confidently expected this week. Already a little has reached the market, but it is believed to be old stuff re-boiled. The price for 8½-lb. tins is down to 65c, with few kegs of old syrup offering.

A suggestion was advanced this week by a large holder of canned lobster that someone purchase a thousand cases at to-day's prices, and hold them until the war is over, which would net them a profit of at least $5 per case. Lobsters can be bought to-day in the primary market at $15, and the price as soon as the present depression is over will likely

jump to $20. If such a purchase were made, it would relieve the market considerably. There is a story afloat that European Governments have bought large quantities of cheap canned lobsters in Nova Scotia. It is not credited by the trade. The French Government are considering the purchase of beans, but are not interested in other vegetables.

SUGAR.—A peculiar situation exists in this market, which is said by the refiners to be unprecedented. The raw market has shown remarkable firmness for some time, yet has not had the slightest effect on the market for refined in Montreal. The reason is probably that the trade here stocked up pretty heavily around the time Parliament met, and are not in a position to buy. This is a factor in keeping the price of refined down here. However, the wholesale trade showed considerable interest in the sugar situation this week, which seems to indicate that if raws become much stronger, they will be in the market, and prices will then advance. The market here can be described as strong, but quiet.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 65
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Startling things have occurred in this market during the past few days. Turkish figs, which brought enhanced prices when war was declared, are now coming on to this market, and are apparently hard to sell. New York is even shipping figs to England. A quantity reached Montreal this week which had been condemned in the States. These are Smyrnas in bags, and are offered at three cents lower than former quotations. These should cost 7c to the retailer. Box figs are offered with freedom, too. Contrary to expectations, there are also plenty of dates on the market. Hallowis, loose, are being put on the market so as to cost the retailer 7c, and 7½c for packages. There seems to be no scarcity of figs or dates. Currants are firm. Sultanas are about the only thing in the market which are scarce. Lots of Valencias are offered; in fact, there seems to be too many of them. California people have been offering 1915 crop prunes, and the response has been so good, several growers have withdrawn prices. Santa Clara prunes are being offered to the retail trade, November delivery, at 7½-10½c for the larger sizes. The prices are a little under those quoted for 1914 crop.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 07½	0 08½
Apricots	0 15	0 17
Nectarines, choice	....	0 11½
Peaches, choice	0 09½	0 10½
Pears, choice	....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	....	0 07½
Amalias, 1-lb. pkgs.	....	0 08
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08½
Vostizzas, loose	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 09
Fards, choicest	....	0 12½
Hallowee, loose	....	0 08½
Hallowee, 1-lb. pkgs.	0 08	0 09
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15½
6 crown, 1 12b. boxes, fancy, layer, lb.	....	0 15
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 15
40 to 50, in 25-lb. boxes, faced	....	0 14
50 to 60, in 25-lb. boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 11
80 to 90, in 25-lb. boxes, faced	....	0 10½
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 09½	0 11
Valencia, selected	....	0 09
Valencia, 4-cr. layer	....	0 09¼
Cal. seedless, 16 oz.	....	0 11
Seedless, 12 oz.	....	0 09
Fancy seeded, 12 oz.	....	0 09
Choice seeded, 12 oz.	....	0 08½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—There seems to be no new crop offering from England. Men on the other side seem to be waiting until they have got the rice in their mills before quoting.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet head Carolina	0 09¾	0 10½
Sago, brown	0 06¼	0 06
Tapioca—		
Pearl, lb.	0 05	0 05½
Seed, lb.	0 05	0 05½

MOLASSES.—No lower prices seem to have been quoted yet for new crop, but there is a feeling that they will be seen before many days. Wholesalers are still firm in their resolve not to buy at present prices, and are talking of bringing in New Orleans molasses. They do not seem to be worrying, and claim that their stocks are sufficient to last until May. There is one wholesaler, however, who says he expects to see 50c molasses this year. He has sold it before, and expects to again. He believes the people will pay the price just the same. At the same time, he will not buy at present prices, at least not just now.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.43
Barrels	.48	.46
Half barrels	.50	.49

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 3¾c; ½ bbls.	0 04
Cases, 2 lb. tins, 2 doz. per case	2 65
Maple Syrups—	
Pure, per 8½ lb. tin	0 66
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 10
Maple sugar, pure, per lb.	0 09

COFFEE.—The Government evidently listened to the representations made by the coffee importers, and decided not to impose a further tax, as announced when Mr. White brought down his Budget. This announcement has had practically no effect on business.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 36
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

SPICES.—Recently, wholesalers have raised their prices to the retailer on lines which have become scarce, particularly in peppers and Cayenne chillies. Cayenne pepper is now quoted at 29c.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	....—0 17	0 70—0 80	....—0 24
Cassia	....—0 23	0 78—1 05	....—0 31
Cayenne pepper	....—30	1 08—1 21	....—0 36
Cloves	....—0 41	1 21—1 31	....—0 48
Cream tartar—40c.			
Ginger, Cochin	0 18—0 24	..—....	....—....
Ginger, Jamaica	....—0 23	1 00—1 15	....—0 31
Mace	....—0 80	1 00—1 15	....—1 00
Nutmegs	....—0 40	1 08—1 26	....—0 75
Pepper, black	....—0 25	0 90—1 00	....—0 31
Pepper, white	....—0 34	1 15—1 20	....—0 40
Pastry spice	....—0 23	0 95—1 20	....—0 31
Pickling spice	....—0 16	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23	....—....	....—....

Lower prices for pails boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 13
Dutch	0 15	0 16
Cinnamon, China, lb.	0 20	....
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	....	0 35
Shredded cocoanut, in pails	....	0 19½

DRIED VEGETABLES.—Market still quiet and easy. There was talk of a shipper offering beans at $2.50 April delivery, but the trade do not credit this story. Sales are being made around $2.90. Small millers in Ontario who have large accumulations, are letting go. This accounts more or less for the easy market. The trade believe that, while the market may decline 10 or 15 cents a bushel, when navigation opens up there are liable to be inquiries from the other side, which will bring the market back. Split peas and whole peas remain quiet.

Beans—		
Canadian, 3-lb. pickers, per busbel	3 25	3 50
Yellow, per busbel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	....	5 25
Barley, pot, per bag	....	3 00
Barley, pearl	....	4 50

TEAS.—Low-grade Congous are exceptionally high, as well as Ceylons. Yet business is quiet. Japans cannot be bought for much less than 19-20c, and fine Japans selling for 22-25c are hard to get. There was another advance in London this week. We have information from Japan that the crop will be a fairly good one this year, and prices reasonable. There is a likelihood, though, that they will be affected by the high price of Ceylons and Indians. Several instances

are recorded of tea, especially China Congous, being bought prior to the meeting of Parliament, and shipped to England from Canada at considerable profit. For a time it seemed that what we were long on here they were short on in England. A consignment of 500 half chests were shipped recently, but the profit only amounted to about ½c. When Congous were offering here at 13½c, the market in England was 16-16½c, which allowed it to be shipped at a profit. But when the market here reached 16c, this business stopped. Importers now prefer to do business at home, without going to all the trouble connected with shipping during these troublous times.

NUTS.—Shelled walnuts took a fall in the primary market this week, and are now quoted 3c per lb. less. Price to retailer, which was never raised by wholesalers, remains at about 35c. It appears that about two months ago, the French Government seized about 300 cars of various kinds of nuts, which caused the market to strengthen. It was thought that this action of the Government would continue, but it did not. Farmers were becoming nervous, and started to let their supplies loose, resulting in the present decline. Importers do not expect a further decline. Quality of walnuts coming in is not good. Filberts are down. They usually follow walnuts. The trade should be paying in the neighborhood of 25c for shelled. Tarragona almonds are also down in the primary markets, and wholesalers will probably be selling as low as 16c for nuts in shell before very long. It will be remembered that this market declined last week. The Jewish holidays open up next week, and they usually eat large quantities of nuts with the bread. New Brazil nuts reach New York about April 1, and should be here a week later.

Almonds, Tara	0 16	0 18
Grenobles, new	0 16	0 16½
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 13	0 14
Filberts, shelled	....	0 23
Pecans, large	....	0 19
Brazils	0 12	0 13
Peanuts, No. 1, 12½c; No. 2	....	0 11½
Peanuts, No. 3	....	0 10
Canadian chestnuts	....	0 12

CANNED GOODS.—Mention was made last week that there was a likelihood of the French Government buying canned vegetables for the troops, and that this would have a good effect on the market. Several vegetables were mentioned, among them beans. Further enquiries elicit the information that the French Government is interested in beans, but in no other canned vegetables. The British Government is apparently not interested in our canned vegetables at all, but it is significant that a Montreal man is now in London, having gone there in an attempt to interest the Imperial Government in our canned goods.

A rumor was circulated here that the French and British Governments had made heavy purchases of the cheapest Nova Scotian lobsters, which was having a good effect on the market. This may only be a rumor.

Apart from efforts being made in Ontario to put the industry on a firmer basis, there seems little change in the situation. Wholesalers here express the opinion that to save the situation, packing should be stopped during the coming year. Several packers will be unable to pack owing to lack of capital, and it is learned here that some Prince Edward Island packers will shut down their factories for the whole year, which should help the market some.

Buying of vegetables continues light, tomatoes being the main item. At this time of year, wholesalers experience a good demand for canned salmon.

ONTARIO MARKETS.

Toronto, March 25.—Trade generally does not show any startling improvement. March is proving a fairly good month, but as one wholesaler puts it: "It is nothing to shout about." On the other hand, conditions are undoubtedly better than six months ago, and, more important still, they have recovered more quickly and to a much greater degree than was forecast by some pessimistic prophets. Optimism, which has no sane and reasoned base, is senseless, but pessimism in like case is more senseless still. If some of our prophets of blue ruin crying in the wilderness would quit crying, their prophesies might go down better. Business conditions are slowly but surely recouping themselves. There is no doubt about this. Conversation with manufacturers, importers, wholesalers and retailers demonstrates this.

Business in still hand-to-mouth in character, and it seems to us that so it will continue for some time. The drawback to this character of buying is that money is expended in the more frequent packing and shipping and book-keeping, and so on. On the other hand, steady business is infinitely more to be desired than spasmodic placings of big orders. The steady business will grow in volume. Give it a chance!

Canned lobster is selling very well at present. Jobbers tell us that they have sold more in the last three months than in the twelve previous months. Of course, the price has been exceptionally cheap. Retailers have been selling at 22c to 25c to the consumer. Wholesalers' prices have been a matter for their consciences. They are not really quotable. We hear of one who was selling at $2.25 a dozen, but whether this is more or less standard, we cannot say. It is said in Montreal that the British Government placed a big contract for lobster at low prices. The trade here has heard nothing of it, and we are not inclined to credit it. If the soldiers in the trenches are living on lobster they are doing much better than they did in days of yore.

SUGAR.—Market in New York is very firm and steady; firmness is due to report of heavy rains in Cuba. Cuban report was reduced 300,000 tons in the latest estimate by an authority. It is now placed at 2,355,000 tons, but this is only 50,000 tons below the original minimum, so that the reduction doesn't cut much ice. It is said that both Britain and France have been finding out how the land lay, and if they are purchasers we may see higher prices. This market is quiet, but steady. Buying is distinctly hand-to-mouth in character.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
New Brunswick refined, 100-lb. bags	6 86
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lumps—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—There is no change in the prices at London auction this week, but buyers are paying the highest prices they have ever known. No advances have taken place here, but this can be depended upon—that teas cannot continue to be sold at to-day's prices. It would mean bankruptcy for the big dealers. Quality will either have to be lowered or prices advanced. With regard to present conditions in their relation to future prices, in a letter received here from a house in Calcutta the writer says:

"I really wonder that any garden, with conditions as they are, makes green tea at all, as it is more expensive to produce, and the prices obtained seem anything but attractive, compared with those obtained for black tea. We should see a really wonderful market next season, with prices higher than ever, as the Russians will probably want fully 50 to 60 million lbs. from India, against 26 millions obtained this season.

"You can form an idea of what the present prices for tea would be in London if Russia had been able to get about 46,000,000 lbs. from Calcutta this season instead of 26,000,000.

"As I write, the Russians are hunting this market high and low for any first,

second or third-hand teas, so desperately short are they of what they require.

"The situation is the same elsewhere, for Bombay and Persia can have practically no stock at all. We shall open here in June next with a booming market."

The best illustration as to who is benefiting by the enormous advances in teas is the annual report of the Travancore Tea Estates Co., which appeared in the Times. It says:—"The profits allow the payment of a total dividend on the ordinary shares of 40 per cent., besides carrying a substantial amount to the redemption of debentures account."

DRIED FRUITS.—Spot prunes are very slow. Just about now the demand begins to fall off, and they are difficult to sell. They are easier in the primary markets, and futures are quoted at attractive levels. There is said to be a new car in here, and there is some buying. Prices are worth while. Peaches, easier in California, are in better demand here than for some time. Price is down a trifle this week, and we quote 7¾-8c for them. Currants show an upward tendency in primary market, which is very firm. This is difficult to understand, inasmuch as Greece is not exporting to Germany. Figs are very slow sellers, particularly layer stuff, and no quotation which is generally applicable can be very well made. Fig situation for the last few months has been interesting. Before Christmas importers here, figuring that they couldn't get supplies from Turkey, bought heavily in New York. But public demand fell off to an extraordinary degree; possibly the feeling was purely sentimental—against Turkey. Anyway, merchants have been selling at all kinds of prices. We hear of some 2-lb. figs that went at 8 cents. Apricots are firmer. Stocks are very light, and there has been a good deal of buying on the part of the retailer. Valencia raisins—what there are—have displayed some activity, and we quote an advanced price of 9-9½ cents.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	....	0 07½
Amalas, choicest, per lb.	0 08	0 08¼
Patras, per lb.	0 08¼	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07¼	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	....	0 10½
Seeded, choice, 1 lb. packets	0 09¾	0 10¼
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

NUTS.—Shelled walnuts are considerably easier in the primary markets, and this is somewhat difficult of understanding. There was a famine for some time of supplies from France, but apparently a plethora has turned up. We quote 38 to 40c in this market. Some, we understand, are selling lower than those figures, but spot stocks generally will not be affected, inasmuch as supplies now on order will probably not reach here till after May 1, in which case they will go into storage till October. At that time they should be lower than 38c. Some new Brazils are coming, but selling spot stocks has been so difficult for a couple of months that one wonders what luck the new will have. Shelled almonds are only moving fairly well.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	....	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—There is a good demand for all peppers and as spot stocks are very slight, market is advancing. Cream of tartar is in the same condition and higher prices may be registered any day. Retailers will do well to buy what they need now.

	Compound, per lb.	Pure per lb.
Spices—		
Allspices, ground	....—0 10	....—0 15
Allspices, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 40—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 14—0 18	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 30—0 33
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

MOLASSES.—Bulk molasses is very slow and there is virtually no demand. Canned stuff is better and business at present is distinctly good. No business in new molasses is noted yet. Prices are too high and buyers are in no immediate need. Stock will last another three months yet. Prices on new will, we think, be lower than present quotations.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 040
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, 1b. tins, dozen	....	1 90

COFFEE.—The tax of seven and a half per cent. has been taken off. The Government, apparently, has noted the representations made by coffee men. There is, of course, a three cents a pound tax still, put in last fall. Standard and Rios are much stiffer and high prices on these are in the offing. The relief by the taking off of the new duty does not affect prices. They were not raised to meet re-adjusted conditions, so that they don't have to be lowered again.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	....	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicory	....	0 14

RICE AND TAPIOCA.—Market is still pretty firm and there is the usual steady demand. These are staple lines, of course, and are good, cheap nutritious foods. Talk of higher prices has subsided for the present.

Rice—		
Rangoon "B," per cwt.	....	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	....	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	....	0 05½

MANITOBA MARKETS.

Winnipeg, March 25. — Business is again rather quiet, this being the bad season of the year for any turnover in the country, owing to the condition of the roads. It would seem, however, that these will improve shortly, and a larger volume of business will result. Collections are reported in satisfactory shape, better, perhaps, than they have been for some years.

SUGAR.—No change in prices, last week's strength still being maintained with apparently no chance whatever of weakening. Corn syrup looks much stronger. So far there has been no advance except in glucose, but with the raw product up in price an upward movement in syrup seems likely.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 80
Hard lump (100-lb. cases)	8 30
Montreal yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 25
Halves, 50 lbs., per cwt.	6 25

Bales, 20 lbs., per cwt.	....	6 30
Powdered, barrels	....	6 55
Powdered, 50s	....	6 90
Powdered, 25s	....	7 20
Icing, barrels	....	7 10
Icing, 50s	....	7 25
Icing, 25s	....	7 25
Icing, pails	....	7 15
Cut loaf, barrels	....	6 95
Cut loaf, 50s	....	7 20
Cut loaf, 25s	....	7 45
Sugar, British Columbia—		
Extra standard granulated	....	7 35
Bar sugar, bbls.	....	7 80
Bar sugar, boxes	....	8 00
Icing sugar, bbls.	....	8 00
Icing sugar, boxes	....	8 20
H. P. lumps, 100-lb. cases	....	8 30
H. P. lumps, 25-lb. boxes	....	8 55
Yellow, in bags	....	6 95
Corn Syrup—		
2s, per case 2 doz.	....	2 73
5s, per case 1 doz.	....	3 13
10s, per case ½ doz.	....	3 01
20s, per case ¼ doz.	....	3 02
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	....	3 15
5-lb. tins, 1 doz. to case, per case	....	3 50
10-lb. tins, ½ doz. to case, per case	....	3 30
20-lb. tins, 3 tins to case, per case	....	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	....	0 53
New Orleans	....	0 34
Maple Syrups—	**Per case.**	
Imperial quarts, case, 2 doz.	....	5 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal. case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—As was indicated last week, a number of advances have come under this head. Apples, apricots, currants, dates, raisins and prunes have gone to higher level. New purchases of apples being made in Winnipeg are now costing 8c delivery. This makes it very clear that the present price of 8⅛c, which is being quoted to the dealer, will have to move up somewhat. Apricots, of course, have advanced largely because at this late season the supplies are low. Currants have risen because of difficulties of transportation from Greece and perhaps because of some uneasiness there over war conditions. With the exception of one or two lines, raisins have not gone up. A rise here, however, is certain as soon as the new stocks arrive on which the new duty of 7½ per cent. has to be paid.

Apples, evaporated, new, 50's	....	0 08½
Apricots, choice, 25's	....	0 13¼
Apricots, choice, 10's	....	0 13¾
Apricots, standard, 25's	....	0 12¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08⅞
2 lb. package	....	0 17⅝
Vostizzas, bulk	....	0 10
Dates—		
Hallowee, loose, per lb.	....	0 09
Hallowee, 1 lb. pkgs.	....	0 07½
Fard dates, 12-lb. boxes	....	1 25
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
3 crown, loose, 25's	....	0 08½
3 crown, loose, 50's	....	....
Fine selected	2 40	2 45
Four crown layers	....	2 45
Raisins, Sultanas—		
Corinthian Giants	....	0 13¼
Superfine	....	0 12½
Finest	....	0 11½
Fine	....	0 10¼
Raisins, Muscatels—		
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz, packages, fancy	....	0 08
12-oz, packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¼
80 to 90	....	0 08¾
70 to 80	....	0 09⅜
60 to 70	....	0 10
50 to 60	....	0 11
40 to 50	....	11⅜
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13¾
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

RICE AND TAPIOCA.—A slight advance in tapioca is noted. On the original markets both tapioca and sago are very much stronger, due to the scarcity. This upward movement here recorded has been expected for some time. It has been delayed because of good stocks on hand.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	0 04½	0 04¾
Siam, per lb.	0 04	0 04½
Patna, per lb.	0 06¼	0 06¾
Caroliua, per lb.	....	0 08
Sago pearl, per lb.	....	0 05⅝
Tapioca, pearl, per lb.	..	0 04¾

NUTS.—There is very little demand for this line. Prices remain as formerly.

Nuts—	Per lb.
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12¼
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12¼
Grenoble walnuts	0 18
Sicily filberts	0 12¾
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

BEANS.—Canadian hand-picked are somewhat stronger. California lima beans have been advanced ½c owing to the duty, while peas per sack have gone up 25c. It would seem, moreover, that this advance will be followed by more. Peas, beans and barley are all exceedingly scarce and split peas are now being quoted in Ontario as high as $6, which is the selling price to dealers in Western Canada. Unless there is a change in Ontario—and a movement upward seems more likely than one downward—the quotations in Winnipeg will have to rise again.

Beans—		
Canadian, hand-picked	3 85	3 95
3-lb. pickers	....	3 65
California Lima Beans—		
Bag lots	....	0 08½
Less than bag lots	....	08¾
Barley—		
Pot, per sack, 96 lbs.	....	3 30
Pearl, per sack, 98 lbs.	....	4 30
Peas—		
Split peas, sack, 98 lbs.	....	6 60
Sack, 40's,	....	3 02
Whole peas, bushel	....	2 90

TEAS AND COFFEES.—The demand is good. No change in prices.

Coffee—	Per lb.	
Rio, No. 5, green	....	0 16
Rio, roasted	....	0 19
Santos, green, No. 4	....	0 18¾
Santos, roasted	0 25	0 26¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

WINNIPEG.

FLOUR and CEREAL.—As was reported last week, the wheat market stiffened materially. It has since continued in an upward direction, though advances have not been as large or as rapid as those which came a month or more ago. The inevitable result of the advances, however, has been an increase of 30c per barrel, offsetting the decline which came with the fall of wheat, immediately following the commencement of the bombardment of the Dardanelles. Still, it is difficult to estimate what is likely to happen in the future. The present price, however, seems one which will hold for a few weeks.

In rolled oats there is no change. The demand on the whole is reported as falling off somewhat—a thing which is to be expected at this time of year. Some manufacturers, however, state that they can dispose of all they turn out.

Business generally is reported satisfactory. The sales are of the right class and little or no difficulty is now being experienced with regard to credits. From the millers' standpoint, the business of the year so far compares satisfactorily with that done in previous seasons.

Manitoba Wheat Flour—	Per bbl.	
Best patents	....	7 70
Second patents	....	7 40
Low grades	....	5 40
Rolled oats, 80's	....	3 30
Standard oatmeal, 98 lbs.	....	4 15
Cornmeal, 98's	....	2 50

SASKATCHEWAN MARKETS.

By Wire.

Regina, March 25.—Business continues good. Markets are fairly steady. Eggs are down to 17c, with all kinds of them coming in. Butter—No. 1 dairy is 27c, and creamery is scarce and in good demand. Sugar, according to a new list just gone into effect in Regina, wholesales at $7.59. Flour advanced 15c recently, and is now quoted at $3.95.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 35
Butter, dairy, No. 1	....	0 27
Cheese, per lb., large	....	0 20
Eggs, new laids	....	0 17
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 55
General—		
Beans, Ontario, per bushel	....	3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20¼
Cornmeal, bail	....	3 12
Evap. apples, 50's	....	0 08½
Flour, 98's	....	3 95
Potatoes, N.B., per bush., 95c.; Ontario	....	0 90
Rolled oats, bail of 80 lbs.	....	3 50
Onions, Val.	....	6 00
Oysters, per gal.	....	2 50
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	7 59
Sugar, yellow, per cwt.	....	6 40
Walnuts, shelled, 41c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl. in Ontario	....	4 35
Apples, fancy, box	....	1 60
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	4 50
Sweet potatoes, per crate	....	4 50
Lemons	....	4 75
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08⅝
Prunes, 70-80, 25's, lb.	....	0 10½

ALBERTA MARKETS.

By Wire.

Edmonton, March 25. — Edmonton trade continues good in spite of comparatively stiff prices owing to new duties. Dried fruits are brisk generally. There seems to be a great shortage in cheese, apparently owing to heavy English buying. Buyers are afraid they paid high prices owing to fact that new fodder cheese will be on market in a month or six weeks. Currants are easier. Ontario beans are up to $3.75 to $3.90, and Japan $3.90 to $4. No change reported in canned goods, and fruits are the same.

Produce and Provisions—		
Cheese, per lb.	0 20	0 21
Butter, creamery, per lb.	....	0 39
Butter, dairy, No. 1, 28-30; No. 2	0 25	0 26
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 58
General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio	....	0 16
Evaporated apples, 60's	0 08½	0 09
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's	....	1 83
Rolled oats, bail, $4; 80's	....	3 60
Flour, 98's	3 95	4 10
Rice, per cwt.	....	3 90
Sugar, standard gran., per cwt.	7 80	7 90
Sugar, yellow, per cwt.	....	7 40
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 26
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	4 00

BRITISH COLUMBIA MARKETS.

Vancouver, March 25.—Hard wheat flours were advanced 30 cents per barrel recently. Over 6,000 cases of New Zealand butter arrived on the R.M.S. Makura and opened up well. The butter is of prime quality, coming from the height of the season in the Southern Dominion. The California product, which was recently received, displayed poor quality.

Eggs are quite plentiful at time of writing, but how long this will be the state of affairs it is impossible to say, for a large number of the poultry men are killing off their flocks owing to the high price of feed.

Over 3,500 boxes of Washington apples arrived in this city from March 8 to March 13. The orange market is well supplied for time being. California vegetables are arriving rather freely. There is a good demand for cured fish and meats. Business is good, all things being considered.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	35½c
New Zealand cubes	35 c
New Zealand brick	36 c
Cheese, per lb., large	20½c
EGGS—	
Local fresh	24 to 26 c
Extra selected	23 c
Vancouver Island	26 c
Lard, 3's, per case	$7 70
Lard, 5's per case	7 60
Lard, 10's per case	7 50
Lard, 20's each	2 50

GENERAL.

Beans, Ontario, per lb.	05½c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Cornmeal, bail	$3 00
Evap. Apples, 50's	08¾c
Flour, 49's, bbl.	8 55
Potatoes, per ton	$17 00
Rolled Oats, bail of 80 lbs.	3 85
Onions, lb.	02 c
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt.	7 45
Sugar, yellow, per cwt.	6 80
Walnuts, shelled, lb., 40c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6|case	$1 50
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoes, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 14c; Apples, lb.	08¾c
Currants, per lb., 08½c; Raisins, seeded, lb.	09½c
Prunes, 70-80, 25's, lb.	09¾c
Peaches, per lb.	07 c
White Figs, per lb.	07 c

NEW BRUNSWICK MARKETS.

By Wire.

St. John, March 25.—Markets are rather quiet, business being generally good, with collections average. Eggs still continue weak, and for a couple of days last week could be bought at 17c and 18c, but now range at 20c to 21c. Butter continues firm, and cheese also. Stocks are quite exhausted. The militia took big supplies at 19½c to 20c. Provision markets are firm. Corned beef is higher at $2.75 to $3.35. There is no change in sugar. Stocks are fair.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 00	27 00
Beef, corner, 1's	2 75	3 35
Pork, American clear, per bbl.	25 25	28 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11¼	0 11¼
Lard, pure, per lb.	0 13	0 13¼
Cheese	0 19½	0 20
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	8 65
Flour, Ontario	....	8 30
Rolled oats, per bbl.	....	8 00
Oatmeal, standard, per bbl.	....	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	....	6 95
United Empire	....	6 85
Bright yellow	....	6 75
No. 1 yellow	....	6 45
Paris lumps	....	7 75
Lemons, Messina, box	....	....
Beans, hand-picked, bush.	3 75	3 80
Beans, yellow eyes, per bush.	3 95	4 00
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08¼	0 08¾
Rice, per cwt.	4 50	4 75

NEW TYPE OF STORE FOR MONTREAL.

Montreal, March 25. — (Special.)— The 1st of May will see the inauguration of a store in Montreal of a type which is quite new to this country. It is somewhat of a cross between the 5, 10 and 15-cent store and the department store. It resembles them in many respects, the difference being that prices are limited to 25c, 50c and $1.

The idea originated in the mind of Fitz-james E. Browne, a Montreal real estate agent. During the past four months he has been travelling throughout Canada and the United States, looking into the business methods employed by the large stores. He called upon John Wanamaker, of New York, who told him that the scheme was a first-class one. He says he found that 75 per cent. of the purchases in department stores were of goods, the value of which represented by the three figures above. The heavier and the smaller goods represented only 25 per cent. of the business done.

The new store will occupy the store vacated some years ago by James Ogilvy & Sons, corner of Mountain and St. Catherine Street West, which has been vacant for a long time. There will be separate departments, including groceries, hardware, dry goods, men's furnishings, boots and shoes, house furnishings, etc. The Browne Stores, Limited, will use their own brand names, a practice followed in part by many department stores. James Robinson, the wholesale boot and shoe dealer of Montreal, is connected with the scheme. They calculate to employ forty girls and twenty men. Several men are now being considered for the position of manager.

It has never been the policy of stores with fixed prices to make deliveries. This company will deliver parcels of a dollar and over. It has not been decided yet whether they will use horses or motor trucks.

If the undertaking is successful, it is the intention of the Browne Stores, Limited, to establish stores in large cities from the Atlantic to the Pacific.

TRADE JOURNALS FOR COMMERCIAL ATTACHES.

The following is taken from the Trade and Commerce reports, Washington, D.C., and comes from Commercial Attache A. E. Baldwin, London, Eng.:—

"The commercial attaches of the U.S. Department of Commerce stationed at ten important trade centres throughout the world are under instructions to make every effort to keep informed of current trade conditions in the United States. It is certain that their work will be more effective in specialized lines of trade if they are currently in receipt of journals devoted to such branches of commerce."

The death occurred recently of W. T. Hunter, president of the Empress Manufacturing Company, Vancouver, B.C. He was a member of the Vancouver Board of Trade and of the Terminal City Club. He had been ailing for some time from stomach trouble and his death followed a recent operation. Six years ago Mr. Hunter went to Vancouver from Greenwood and had been for years engaged in large merchandising affairs in the Boundary country. He was born in Oxford County, Ont., in November, 1861.

Fruit and Vegetables

Strawberries Lower: Fresh Lettuce Selling

Good Trade in Apples and Oranges in the Large Markets—Pineapples Firm—Onions Moving Well—Fresh Lettuce in Good Demand—Parsnips, Carrots and Turnips Dull.

MONTREAL

FRUIT. — Strawberries are being brought in by express, and are costing 40c per quart, the price being down 20c since a week ago. It is thought that this price will prevail for the Easter trade. Pineapples are a little easier. 18's and 24's being quoted at 4.50, and 30's and 36's at 4.00. Big houses are quoting oranges 25c higher this week, the price being 3.00 for all sizes of California navels. Apples are tending up especially Russetts, which are being quoted very high in some quarters. Large houses are offering them at 4.50 still. California and Florida grapefruits are quoted at 2.50. At present there is no life to business, but conditions are expected to improve around Easter, which season is as good as Christmas in many respects.

Apples—		
Baldwins, No. 1, bbl.	....	3 75
Ben Davis, No. 1, bbl.	....	3 75
Spys, No. 1, bbl.	4 50	5 00
Starks, No. 1	....	3 75
Russets, No. 1, bbl.	....	4 50
Fameuse, No. 1, bbl.	....	6 00
McIntosh Reds, No. 1, bbl.	....	6 00
No. 2 varieties, 50c to $1 less per barrel.		
Bananas, crate	2 00	2 25
Cocoanuts, sack	....	4 00
Cranberries, bbl.	....	5 00
Grapefruits, case	2 00	2 50
Grapes, Malaga, keg	5 00	6 00
Grapes, Belgium hothouse, lb.	....	1 25
Lemons—		
Messina Verdelli, extra fancy, 300 size	2 50	2 75
Oranges—		
Cal Navel, 126-150-176-200-216-250-288	....	3 00
Cal., 96-100 size box	....	3 00
Florida, 176-200-216	2 50	2 70
Florida, 126-150	2 50	2 70
Mexican, 126-150-176-200-216-250	2 00	2 25
Valencias, 714 size, large cases	....	4 50
Bitter oranges	2 00	2 50
Pineapples, case	4 00	4 50
Strawberries, qt. box	....	0 60

VEGETABLES.—Cabbages are an important item on this market. New cabbages are arriving, quoted 3.50 per crate Californias, but there is very little demand owing to the fact that old stock is so cheap. On the other hand, the price on the latter has advanced considerably of late, and is now being offered at 1.75 per bbl. Cabbage from Toronto and other Ontario points is coming in, bringing the same price. The demand for white cabbage is very good. Red cabbage is quoted at 1.50 per bbl., which is an advance. American cauliflower is a little cheaper—3.00 per crate of a doz. There will be a bigger demand for Easter. The supply will be better, and prices are expected to be lower. Cucumbers are offered at 2.00-2.50 per doz., depending on size.

There is a brisk demand for celery, which is arriving now only from Florida, quoted 3.75. Mushrooms are slightly dearer this week—2.25 per basket. Parsnips are up to 1.00 per bag, and there is a good demand for them. Also parsnips are scarce. There are a few new ones coming in, but it does not pay to get them from the States. American and Canadian radishes are down to 40c. Two grades of Florida tomatoes are being offered, the prices being 4.50 and 5.75, which are both better than the Bahamas. The latter are spotted, and people do not care for them so much. Watercress is offered at 1.00 and 50c per doz. bunches, American and Canadian respectively. Local potatoes are bringing 55c per bag, and Green Mountains remain the same—65c.

Beets, new, crate	....	2 75
Beets, bag	....	0 75
Beans, wax, basket	....	7 00
Beans, green, basket	....	7 00
Brussels Sprouts, American, quart	....	0 25
Cabbage, per bbl.	....	1 75
Cabbage, red, per bbl.	....	1 50
Carrots, bag	....	0 75
Carrots, new, crate	....	2 75
Cauliflowers, Florida-Cal., doz.	....	3 00
Cucumbers, fancy, doz.	2 00	2 50
Celery, Florida	....	3 75
Horseradish, lb.	....	0 12½
Leeks, doz. bunch	3 50	3 75
Lettuce, head, per box	....	1 75
Curly lettuce, per box	....	1 60
Mushrooms, basket	....	2 00
Onions—		
Spanish, per case	....	5 00
Red, 100-lb. bags	....	2 00
Yellow, 100-lb. bag	2 00	2 25
Parsnips, bag	....	1 00
Parsley, American, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 60
Potatoes—		
Montreal, bag	....	0 55
Green Mountain	0 65	0 70
New, hbl., 150 lbs.	....	7 00
Potatoes, sweet, Jersey, hpr.	....	2 50
Radishes, doz.	....	0 40
Rhubarb, hothouse, doz.	1 00	1 25
Spinach, American, in bbls.	....	4 00
Turnips, bag	....	0 75
Tomatoes, Florida, crate	4 50	5 75
Tomatoes, Bahamas, crate	....	3 50
Watercress, American, doz.	0 90	1 00
Watercress, Canadian, doz.	....	0 50

TORONTO.

FRUIT.—There is little new in this market, except that trade is distinctly better again. This applies particularly to oranges and apples. Navels have been uniformly a good line right through the season, and demand doesn't slacken any. We quote $2.75 for the best. Bitter oranges are right off the market. Apples vie with oranges. Spies and some boxed stuff from the West are getting the business. Pineapples are very firm at $4.75 to $5.00. Top price is the more general. Cranberries continue very slow at $5.00 to $5.25. Grapes are moving fairly freely to their usual buyers, but there is a limited general demand. Pears are in the same case. The general character of orders coming in is larger, and there seems some indication that buyers are getting away from the hand-to-mouth business of the last few months.

Apples—		
Wagners	....	2 75
Greenings	2 75	3 25
Baldwins	2 50	2 75
Spies	4 25	4 50
Seeks	2 25	2 50
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 40	1 75
Cocoanuts, sack	4 00	4 25
Cranberries	5 00	5 25
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	5 00	6 00
Belgian, per lb.	....	1 25
Oranges—		
Florida	2 25	2 50
California navels	2 50	2 75
Lemons, Messinas	2 75	3 00
Lemons, California	2 75	3 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 1.....0	4 75	5 00
Grapefruit	2 75	3 00

VEGETABLES.—Beets at 45 to 50 cents are moving better. Carrots, turnips, parsnips and the like continue very slow, notwithstanding advantageous prices. Onions in one hundred pound sacks sell well at $1.65 to $1.75. Spanish onions are moving more freely again. Potatoes are firm at reduced prices which we noted last week. Cabbage at $1.00 to $1.25 a barrel is in good demand.

(Continued on page 43.)

Fish and Oysters

Fresh Halibut Coming In

Toronto Finds Good Demand for Halibut From Halifax—Oyster Trade Looking Up — Fish For Jewish Holidays—Lobster Trade Dull—Frozen Fish May Be a Drug.

MONTREAL.

FISH AND OYSTERS.—The supply of frozen fish has not been materially reduced since last week, and the market feels that the supply if anything, is still heavier than was expected. Unless the demand during the next two weeks is better than it has been lately, some frozen fish will have to be carried over at considerable loss to the owners. Fresh fish is pushing its way into the market, but so far only small quantities have been available. Prospects for fresh haddock, codfish and halibut, from the east, are slim for this week, and predictions are that we may not have large supplies until well on in the month of April. Jewish holidays being next week, and the demand in consequence being heavy this week, large quantities of fresh dore, pike, perch and carp are expected to be marketed. These holidays being early this year, and supplies very speculative, producers look for very higher prices; in fact, dore sold this week at 15c per lb., a price which will prevail this week. In consequence of the large stock of frozen fish on hand prices are down, particularly halibut, haddock and salmon, but prices have practically reached rock bottom. Tomcods may be considered off the market, and those which arrived this week only realized 25c to 40c per barrel, and were thus a loss to producers. The demand for tomcods ceases about this time, as they deteriorate quickly in mild weather. The following are prices being asked for fresh fish: dore 15c, perch 10c, pike 10c, and carp 12c. Supplies of Holland herrings have been delayed. A large parcel is now afloat consigned to a Montreal house, on which they are quoting an advance of 20 per cent. on account of difficulties encountered by fishermen in the North Sea. Reports from Holland state that prices are still going up. The following prices are being quoted:—Holland herrings, milkers, ½ lbs. 8.00; kegs, milkers, .95. For lobsters and oysters the market is dull, but a revival is expected next week in anticipation of Easter, which always has a good effect on this market. Prepared, salted and smoked fish markets are without feature.

TORONTO.

FISH AND OYSTERS.—Oyster trade has revived a trifle this week. Fish men are overjoyed and somewhat surprised. Prices they say are rather high to make for good general business, however, and the tariff is a topic taboo. There is a good demand for lobster at forty-five cents, better than for some time. Ciscoes are coming along better now and there is plenty of call for them at twelve cents. Haddie are moving very well. Fresh halibut from Halifax is good stuff. Price is 15 cents a pound. Flounders continue in good demand. Red sea salmon is a best seller too, at 12 to 13 cents. General business is better again. Fish trade in Toronto these days is distinctly see-saw in character. One week it's up; the next it's down. The trouble is it doesn't always go up enough to make up for the extent to which it went down. The very mild weather may be hampering it to some degree.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.06½	.10-.12
Haddies, fillets, per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per box	1.40	.12
St. John bloaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.10	.21
Red, steel heads, per lb.	.10	.12-.13
Red, sockeyes, per lb.	.10	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken, per lb.	.07½-.08	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20
Herrings, per 100 counts	3.50	...
Round pike	.05-.5½	....
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, qt. cans, each.	0 40	....
Sealed, best select, quart cans, each.	0 50	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 46
Live lobsters, medium and large, lb.	0 28	....
Boiled lobsters, medium and large	0 30	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Halibut	....	0 15
Haddock, fancy, express, lb.	0 06	0 08
Steak cod, fancy, express, lb.	0 07	0 10
Carp	0 12	....
Herrings, lake	0 04½	....
Flounders	0 07	0 14

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09 .09
White fish, small tulibees, per lb.	....05½-.06 .07
Lake trout, large and medium, lb.	.09 .12
Dore, dress or round, lb.	.08 .09-.10
Pike, dressed and headless, lb.	.06-.06½ .07
Pike, round, per lb.	.05½-.06 .06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	8 00	....
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

WINNIPEG.

FISH.—The touch of cold weather which came last week has done considerable to stimulate fish demand. Owing

(Continued on page 43.)

Produce and Provisions

Poultry For the Passover

All Prices on Live Fowl Up Two or Three Cents—New Laids a Trifle Firmer for Easter—Question of American Supplies and Storage—Butter Easier in Montreal and Toronto —Cheese Advances Again.

MONTREAL.

PROVISIONS. — While merchants throughout the Province of Quebec are buying freely, the old custom of loading the stores up to the ceiling and decorating the place with fancy paper, has more or less died away. The Easter demand is not what it was last year, and either merchants do not expect the same demand this year, or else they are delaying their purchases until nearer the day. Pork is easier in the primary market due to restriction of exports, and accumulated stocks in the United States. Local prices are not affected yet. The lard market is steady.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 24
Boneless	....	0 23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 14
Shoulders, boneless	....	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 28
Shoulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	26 00
Heavy short cut clear	....	26 00
Clear fat backs	....	29 50
Clear pork	....	27 30
Lard, Pure—		
Tierces, 350 lbs. net	....	0 11¾
Tubs, 50 lbs., net	....	0 12½
Boxes, 50 lbs. net	....	0 12
Pails, wood, 20 lbs., gross	....	0 12¼
Pails, tin, 20 lbs., gross	....	0 11¾
Cases, 10-lb. tins, 60 in case	....	0 12½
Cases, 3 and 5-lb. tins, 60 in case	....	0 12¾
Bricks, 1 lb., each	....	0 13
Lard, Compound—		
Tierces, 375 lbs., net	0 09¾	0 10
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb., each	....	0 12½
Hogs—		
Dressed, abattoir killed	11 25	11 50

BUTTER.—The price of finest creamery dropped two cents during the week, the cause being the arrival here of small quantities of new butter, and a few odd shipments of American butter. Chicago butter at 25c can be brought in here and turned over, but there is not much profit in it. The quality is only fair. Both butter and cheese factories are expected to open up in about two weeks. This is early, and with a fair amount of old on the market, a decline was inevitable.

Butter—		
Finest creamery	....	0 35
Daily prints	....	0 30
Dairy, solids	....	0 28
Separator prints	....	0 28
Bakers'	....	0 26

CHEESE.—Factories will open earlier this year, and a weaker market is expected in consequence, but no change in price is anticipated this week as there is very little stock on the market.

Cheese—		
New make	0 18	0 19
Old specials, per lb.	0 20	0 21
Stilton	0 19	0 20

EGGS.—While the price of eggs in Toronto dropped to 20c last week, it did not reach a lower figure than 23c here. This is attributed to freights, many of the eggs coming on the market reaching here from the West. Prices here are not likely to be lower than 23c until after Easter, as the consumption during that season is liable to keep the market firm. There is a probability of lower prices after Easter. Demand during the past week has been light, and has not yet reached the Easter mark.

Eggs, case lots—		
New laids	0 23	0 24
Splits, new laid	....	0 21

POULTRY.—Things were quiet early this week, but there was every indication of a change later on, owing to the approach of the Jewish holidays, which open next week. For this there is expected to be a good demand for live fowl, the price of which for 5 lbs. and over has jumped to 20-22c, and for small fowl has gone up to 19-20c. There is only the regular demand for dressed fowl. Dressed ducks are up as there is a limited quantity coming in.

Fresh Stock—	Live.	Dressed.
Fowl, 5 lbs. and over	20—22	18—20
Fowl, small	19—20	14—16
Spring chicken	14—15	16—20
Fancy, crate-fed chickens, 5 lbs..	14—18	20—25
Turkeys, fancy	.....	21—24
Ducks	20—23	16—18
Geese	13—15	14—15
Pigeons, pair	.....	30—35
Squab pigeons, pair	.....	50

TORONTO.

PROVISIONS.—There is a noticeably better demand for all lines. Bacon has picked up and market is firm at ruling prices. There is no change in lard prices. Market is easy.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15¼
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 13¾
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11¼
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12¼
Tins, 3 and 5 lbs., per lb.	0 12¾	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¾	0 10
Pails, 20 lbs., per lb.	0 10	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—As the make increases we shall see a lower market. Tone is easier this week though prices remain unchanged. Lower prices are on the way, however. Market is higher than at this time last year. Business is light. Prices are too high for buyers' liking and compared with other lines in provision market butter is quiet.

Butter—		
Creamery prints, fresh made	0 35	0 36
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 20	0 23

CHEESE.—Market is firm and prices are up a quarter of a cent. Export business takes what cheese there is around. The make has been very small all year, and there has been increased consumption. The soldiers, for instance, have been eating a lot of cheese. Some idea

of how high prices are may be gained from the fact that factories are getting 17½ cents, and that doesn't leave the wholesaler much in the way of profit. Moreover, until cheese prices decline butter will not go very low. As for export, that takes every available cheese and will do—it looks—right along till the new grass make. Buyers are looking eagerly for the new April make.

Cheese—		
Old, large	0 19½	0 20
Old, twins	0 19½	0 20
New, large	0 18¾	0 19¼
New, twins	0 19	0 19¼

EGGS.—New laids in cartons are worth 22 to 23 cents. Market has firmed a trifle during the week, and these prices are a cent or two higher. Country price is 18c instead of 16c and 17c. But new laids are coming in as fast as they can be carried, and firmness looks like a temporary condition. The immense consumption is responsible for the slightly higher levels. Everybody is eating eggs. It may be that prices will hold till after Easter, but they will go down much lower then, we think. One reason is that United States eggs will be so cheap on account of the fact that they have nowhere to store them. Refrigerators are crammed full of beef and so on. Last week ninety-five million eggs came in to New York from Texas, and there was nowhere to put them. There are so many moving in the States that price is cheaper than in any March for twenty-five years, and the outlook is for an unusually abundant supply. If this materialises it will send market down here.

There are no storage eggs; everything is new laid.

Eggs—		
New laid, in cartons	0 22	0 23
New laid	0 20	0 21
Cracked eggs	0 18	0 19

POULTRY.—All live stock is higher, several cents. Fowl is up to 12 and 14 cents. It is very scarce. It pays the farmers, presumably, to look on the hen as an egg-producer, rather than as poultry. The approach of Passover is partially responsible for higher prices. Right along till after April 5th and 6th all kinds of poultry are wanted, but the stuff must be fat. Scraggy fowl "isn't worth a nickel." Prices are all firm and until Passover has passed over they will not be lower.

Fresh Stock—	Live.	Dressed.
Fowl	0 12—0 14	0 13—0 15
Spring chicken, lb.	0 12—0 14	0 15—0 18
Fancy, crate-fed chicken, 5 lbs.	0 16—0 18	0 18—0 20
Turkeys, fancy	....—....	0 20—0 22
Turkeys, old Tom	0 15—0 16	0 18—0 20
Ducks	0 12—0 14	0 15—0 17
Geese	0 10—0 14	0 10—0 13

WINNIPEG.

PRODUCE.—On the whole the market is strong though rather unexpected weaknesses are to be noted. Particularly is this the case with eggs for which the demand is not what might be expected under present conditions. It would seem that people are hardly yet realizing that new laid eggs are on the market and are selling at very reasonable prices. These eggs, of course, are ahead of previous seasons, owing to the mild weather of February and early March. This undoubtedly has much to do with the comparatively small demand.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	21 00
Lard—		
Tierces	....	12 00
Tubs	....	7 35
Pails	....	2 52
Cases, 5s	....	7 73
Cases, 3s	....	7 80

BUTTER.—Little is coming from the East, there being a shortage there. No new butter practically has been received from the West, what is moving coming from storage. These supplies are low. It begins to seem that the prices at present quoted will hold for a little time. At the present price of cheese creameries are pretty certain to make that, which will mean a decreased production of butter and will tend to keep prices high.

Butter—		
Creamery, Manitoba	....	0 35
Dairy	0 27	0 31
Cooking	0 22	0 23

CHEESE.—The demand here is good, and the supply reduced, partly because of a strong export demand.

Cheese—		
New, large	....	0 20
New, twins	0 20½	0 21

EGGS.—Storage eggs are practically off market. Local receipts have been much heavier owing to the very mild weather for the time of year. The result has been that new laids have dropped to 22c. The demand for these at this figure is not as heavy as might be expected. If the mild weather continues a further decline to 20c is expected. If, however, there is rough, cold weather, it will interfere materially with the rates and will tend to send eggs up temporarily.

Eggs—		
New laid	....	0 22

POULTRY.—Stocks are getting low. Demand small. Prices steady as last week.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 10	0 30
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLE MARKET.

(Continued from page 42.)

It is very good stuff. Leaf lettuce from Waterloo, Quebec, sells for 20 to 30 cents. This is first rate lettuce, and demand is good. Rhubarb has had a better trade this last week. Mushrooms at 70 to 90 cents are quiet. Cauliflower is the best of the cooking vegetables. Celeries are slow though prices were reduced. They seem to have sold better at higher levels.

Beets, Canadian, bag	0 45	0 50
Cabbage, Canadian, dozen	0 40	0 50
Cabbage, bbl.	1 00	1 25
Carrots, bag	0 45	0 50
California cauliflower	3 50	3 75
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	2 75	3 50
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	3 00	3 25
Mushrooms, per lb.	0 70	0 90
Water cress, 11-qt. basket	....	0 50
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	1 65	1 75
Green peppers, basket	....	0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag	....	0 30
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	4 00	4 50
Lettuce, Boston, head, small	3 00	3 25
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUIT AND VEGETABLES.—The recent cold weather has hurt business in this line to considerable extent. For oranges, however, there is a good demand, also for apples. No price changes are to be noted.

Apples—		
Washington	....	1 60
Apples, bbls.	4 50	6 00
B. C. box apples	....	1 50
Cranberries, case	....	2 75
Bananas, lb.	....	0 04½
Grapes—		
Emperor, per keg	....	5 00
Almeria, keg	....	8 00
Grape fruit	2 75	3 50
Lemons—		
California	....	3 75
Oranges, California Navels	3 00	3 50

VEGETABLES.—Celery has risen another 50c, being now quoted at $7 per case. It is scarce and demand still continues good. Tomatoes are coming up from California in larger quantities. The demand for them is very fair. Price is now $6 per case. Rhubarb is more plentiful, being now quoted at 12½c.

Celery, California	....	7 00
Cabbages, per lb.	....	0 02
Cauliflower, per doz.	....	2 00
Head lettuce, California, per doz.	....	0 90
Leaf lettuce, doz.	0 45	0 60
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	5 50	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	....	0 06
Tomatoes, California, per case	....	6 00
Honey, comb, per case (24 sections)	....	5 50
Rhubarb, per lb.	....	0 12½

FISH AND OYSTER MARKET.

(Continued from page 43.)

to the mild weather this had fallen off materially. Prices are steady.

Fish—		
New fresh jackfish	....	0 03½
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mulleta	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 .2
Frozen halibut	....	0 09½
Salmon	....	0 12
Frozen salmon	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal., Imperial	....	2 90
Carriers (4¼ Imperial gal.)	....	10 75
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per lb.	....	1 50
Kippers, per box	....	1 75
Ocean herring, lb.	....	0 06

D. Martin, who has conducted a bakery, grocery and confectionery business in Tottenham, Ont., for more than 25 years, has sold to J. V. Johnston of Bolton.

Flour and Cereals

Flour Quiet: Rolled Oats Lower

Rolled Oats Register Decline of Fifteen Cents in Toronto—Little Doing on Flour Market — Export Quiet—Wheat Slumps in Chicago as Result of Fall of Przemysl.

MONTREAL.

FLOUR.—Prices quoted here are purely nominal, and it is understood that lower ones are being quoted in order to secure business. Wheat took a further drop during last week end, which tended further to depress the flour market. Ontario flour is steady and quiet. It is not being offered freely by the millers, who insist on the big prices now being quoted. While things generally are quiet in the flour market, most people being well supplied, the opinion is held that much higher prices will be seen in June or thereabouts. Some people believe the advance will take place as early as May.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 80
Second patents	7 30
Strong bakers	7 10

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 55	7 55
90 per cent., in wood	7 20	7 30
90 per cent. in bags	3 25	3 50
Blended flour, bags	6 90	7 00

CEREALS.—An easier market for bulk rolled oats was evident this week, quotations being 20c below those paid by wholesalers for several weeks past for 90 lb. bags. Prices even 5c lower than this were quoted. This is in consequence of a lower oat market. However, with the market jumping up and down with every move made by the Allied fleet in the Dardanelles, the price may be back again before many days. Pot barley is being quoted as low as 2.75 and 2.85. This market is quiet, and only a hand-to-mouth business is being done. Rye flour is supposed to be selling at 3.50, but considerable cutting of prices is going on. Yet the market in the West is stiff. Owing to the high prices prevailing, bakers to a certain extent are mixing cheap Manitobas, consequently they are not using so much, and dealers who have lots are anxious to get rid of it. Nevertheless, it is believed that before the new crop comes in there will not be sufficient to carry the trade over.

Cornmeal—	Per 98-lb. sack	
Gold dust	2 50	2 55
Unbolted	....	2 25

Rolled Oats—	90's in jute.	
Small lots	3 60	....
25 bags or more	3 45	....
Packages, case	....	4 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 65
Hominy, per 98-lb. sack	....	2 75
Corn flour, bag	....	3 05
Rye flour, bag	....	3 40

FEEDS.—Since the decline of a dollar per ton a few weeks ago the millers have not announced a further decline, although prices still another dollar less were being quoted early this week. While the opinion prevails that May or June will see a very firm flour market, the trade is equally certain that much lower prices for feeds will be seen before then. The chances are for an early spring, and dealers are going to buy hand to mouth for some weeks to come. On the other hand, there is difficulty in securing freights for export, so that, coupled with the fact that there are big supplies in Montreal warehouses, prices are likely to be down soon. There is a possibility, however, of this market keeping up in sympathy with the flour market.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 76
Feed wheat, bag	2 55

TORONTO.

FLOUR.—There is no change in prices this week. Business, both domestic and for export, has struck a slow gait again. Wheat at time of writing broke away again, chiefly on account of the fall of Przemysl, and No. 1 Northern was selling Tuesday morning for $1.58. Ontario wheat was down 3c a bushel, and car loads were offering at $1.45. Prices of flour, both eastern and western, are therefore more or less in line, and if anything they are low. Export business is very slow. Would-be buyers are pretty well stocked and they can't get delivery of what is on order. Moreover they can't see our prices, and they won't buy till they have to, which—they hope—will not be before the Dardanelles forts are reduced.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patents	7 90	7 70
Second patents	7 40	7 20
Strong bakers	7 20	7 10

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	7 70	7 50
90 per cent.	7 50	7 30
Straight roller	7 30	7 10
Blended flour	7 30	7 30

CEREALS.—Rolled oats are easier again and we quote a reduction on last week's price of 15c. There are comparatively few buyers, and little export business is being done. Barley is still very scarce, but easier in tone. Demand is small; maltsters are taking very little. Split peas continue a good seller.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 55	3 75
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—Market is off color, and there is no change in prices.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	....	0 60

SUGGESTION FOR COLLECTING LETTER.

The Canadian Grocer:

Gentlemen,—Enclosed please find cheque for renewal for one year.

The first few words of your letter, "The cheque you intended to send us for the amount owing," caused me to give my attention to an early remittance. I am going to try it on some statements I send out soon.

Do you know of any town in which a strictly cash business is conducted by all merchants? There being a move on foot here for cash business to compete with outside prices, I should like to know.

R. S. GODFREY,

Meaford, Ont.

Editorial Note.—Canadian Grocer would appreciate the information asked for in the last paragraph.

Toronto, March 6th, 1915.

Canadian Cereal & Flour Mills Co.,
Toronto.

Dear Sirs,—I must call your attention to what is to me a continual eyesore in your advertisement in the "Canadian Grocer." You constantly picture a Scotchman with his walking stick in his left hand, and his plaid over his right shoulder. What would you think if you saw such a man walking up Yonge Street or past your mills on Howland Avenue?

Yours truly,
CITIZEN.

You're a brick— friend Citizen

You must accept our sincere thanks for it entirely escaped our notice that Scotty has been walking around now for several weeks not just in keeping with the dictates of Highland fashion.

Fact is, Scotty is quite blameless for his improper appearance, which is caused by a mechanical error in making the engraving. Much the same as if a photographic negative was reversed in making a print.

Of course he's the same genial Scotchman, whichever angle you view him from. Even if you met him at King and Yonge Sts., just as he is now, with his plaid twisted and cane in the wrong hand, you couldn't miss the tilt o' his tam and the cheery "twinkle o' his e'en." You'd know at once he was the Tillson Scotty, whichever way his clothes hung.

Take a good look at him again. It's the last time you'll see with his cane in the left hand and his plaid over the wrong shoulder. As soon as this issue of "Canadian Grocer" is off the press, the engraving will be destroyed.

Now, we would like to meet friend Citizen, for we feel quite grateful toward him. We would like him to drop in and see us at our offices in the Royal Bank Bldg., where we could thank him in person, and, of course, "hae a wee crack wi' him" too.

So just take an afternoon off one of these days, friend Citizen, and drop in and see us. We'll be looking for you till you come.

Canadian Cereal & Flour Mills, Limited, Toronto

What's Purer than Running Spring Water, Fresh from Mother Earth?

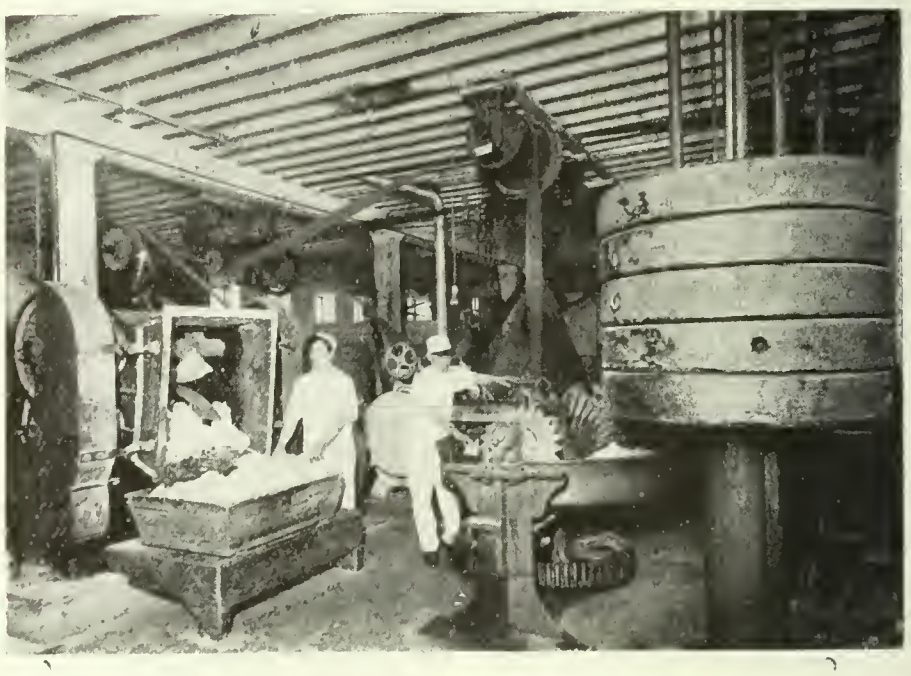
This attractive package contains the perfected result of the use of only the purest and best ingredients in the manufacture of "Quality" Macaroni—the finest grade durum wheat semolina processed with the purest spring water under the best possible conditions.

We are the pioneer manufacturers of Macaroni. Our operators are undeniable experts, and everything connected with our factory is on the most modern quality-producing lines. The result is quality-macaroni at prices that standardize our values. "Quality" Macaroni is a big seller. *Order your stock to-day.*

The dough brake

is only one part of the big Macaroni factory where the high standard of "Quality" Macaroni is maintained. Everything is kept clean and sanitary. The most modern machinery is installed to facilitate the greatest possible output.

Ask about our special deal.



F. A. MARTOCCIO MACARONI CO.

MINNEAPOLIS, MINN.

Canadian Agents: W. H. ESCOTT, Winnipeg, Man. CYRIL C. RENDELL, Montreal, Que.

Twenty-five Attractive Blotters in Each Case. We Assist the Dealer to Popularize Our Line

"Swift's Premium"
Hams and Bacon for Easter

Give your trade the best quality.

Quality brings repeat orders and builds up a prestige for your store.

Easter presents a fine opportunity for you to sell "Swift's Premium."

We are helping you sell "Swift's Premium" by special Easter advertising all over the Dominion.

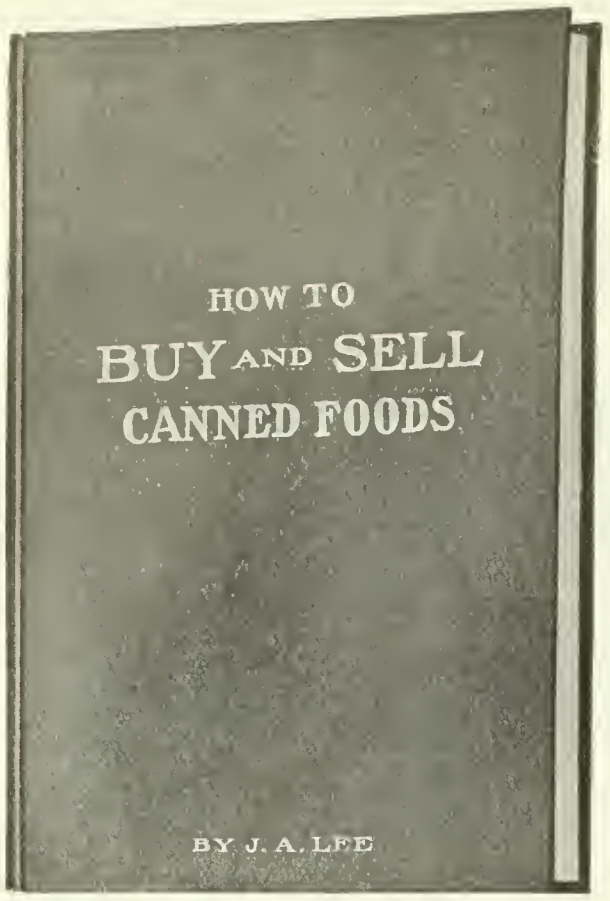
We also are supplying handsome lithographed window trims.

You should send for one of these window trims and be in line for the demand our advertising is creating.

Time is getting short for Easter delivery. We ask for orders to be placed without delay.

Swift Canadian Co.
LIMITED

Toronto **Winnipeg** **Edmonton**



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The MacLean Publishing Co., Limited

Book Department
143-153 University Ave. TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
0 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3 85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.55
3-lb	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 50
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum Jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 70
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 25

With Warehouses in Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver

How firmly these six strategic points would give you control of the whole vast West! Your district representatives would get into quick and personal touch with EVERY customer EVERY day. Immediate shipments would be a reality instead of a mere hope. Difficulties and complaints could be attended to personally and with dispatch.

Just think what such "on-the-spot" service would mean to you in bigger business and better pleased customers.

And yet you don't need to build six warehouses or collect an army of representatives. Nicholson & Bain Service supplies them both. It brings to your product the same personal interest you would devote to it yourself, and something more—an intimate connection built up through years of business relationship that ensures interested consideration of your product right from the start. Write to-day to make sure there is still an opening for your product.

NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND MERCHANTS

Head Office:—Winnipeg, Man. Branches:—Regina, Saskatoon, Edmonton, Calgary, Vancouve

KNOX GELATINE

PAYS GOOD PROFITS

At 15 cents a package KNOX GELATINE is a big, all-year-round seller that allows you more profit than any other gelatine you can handle. It is easy to sell, because your customers get big value for their money and because they know the Quality and Purity of Knox Gelatine. We are telling them every day—through many different mediums of advertising, how easy it is to prepare, and the many different desserts, jellies, puddings, ice cream, salads, candies, etc., that can be made with it. Reap the benefit of our advertising efforts and get your share of the profits it is easy to make by pushing the sale of Knox Gelatine.

CHARLES B. KNOX CO., JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada

BIG BUSINESS

—and little

That's the difference between handling an exquisite coffee and an ordinary coffee.

"Coffee" doesn't signify anything very much—they're all called coffee—but there is a mighty big difference in the customer-satisfaction powers of the different blends and brands of coffee that are daily offered you.

What is the difference?

Quality in the bean!

—plus, expert, experienced blending!

—plus, scientific roasting!

—in other words—"cup quality".

White Swan Coffee has the quality in the bean, and is blended and roasted by a man with over fifty years' experience.

Do you know what that means?

It means that an expert coffee blender has got to know more than an ordinary mixer. Any ordinary roaster knows that 49 bags of delicate Old Government Java mixed with one bag of rank Rio for instance, produces 50 bags of Rio worth not more than what the Rio cost.

It takes an expert to blend choice coffee beans in order to produce the "cup quality" of White Swan. Its delicious taste and exquisite aroma will turn a little coffee business into a big business.

White Swan Spices and Cereals, Ltd.

156 Pearl Street, TORONTO, ONT.

Diamond, S's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 60

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medalllons, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 50
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each 4 doz.	$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight, 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 and 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 20
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

"Just pure Coffee, refined like sugar. Use it as you do sugar,—¾ of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

Washington's INSTANT Coffee

Now You Can Drink All The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers

Made in the cup at the table

G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

Finest Quality **Whittemore's Shoe Polishes** Largest Variety

"QUICK WHITE"
MAKES DIRTY CANVAS SHOES CLEAN & WHITE
QUICKLY and EASILY APPLIED. ALSO CLEANS ALL ARTICLES MADE FROM WHITE CANVAS
WHITTEMORE BROS. & CO.
BOSTON, MASS., U.S.A.

Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box (see cut). Retails 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. Retails for 10c and 25c.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes (see cut). Retails for 10c.

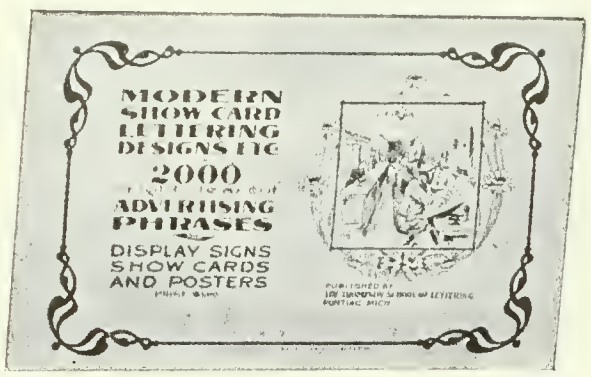
Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.

John Wanamaker says that advertising doesn't jerk — it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, commonsense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is $1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 35
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case. 5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 35

WHITE SWAN LYE.

Single cases, 4 doz.	$3 50
5 case lots, 4 doz.	3 35

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¾
200 lbs., bbls., No. 1 white.	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.	.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	.06¾

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾

Lily White Gloss—

1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06½

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.07¾

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's)

UPTON'S CLOVER HONEY

Have you seen our new package?

Write us for price list.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

Fancy Florida Tomatoes

We repack and take out all green ones before shipping. When you order from us you get All-Hard, Ripe Stock.

New Southern Cabbage

Large crates—good green solid heads.

BANANAS

We are known as the "Banana Specialists of Ontario" from the quality and quantity of the fruit we put out. Our facilities for handling are the very best.

Let us have a standing order.

THE HOUSE OF QUALITY.

Hugh Walker & Son

ESTABLISHED 1861

GUELPH and NORTH BAY

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.

Limited

Woodstock - Ontario

Our Tiger (50 cent line) Brooms

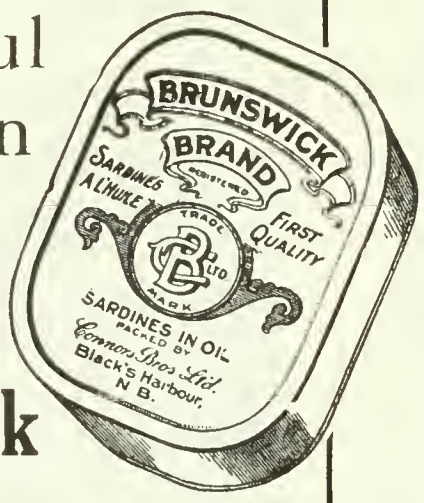
are superfine carpet **BROOMS** on **polished** handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

Walter Woods & Co.

HAMILTON

It's knowledge that directs the successful Grocer in stocking up with



Brunswick

Brand

Sea Foods

— a knowledge born of experience that it only pays to handle canned fish that have "made good."

You will always be on the safe side if you sell "Brunswick Brand" because it is the Quality Brand.

Only the most carefully selected fish, caught in famous Passamaquoddy Bay, are used in the packing of Brunswick Brand. Our plant at the water's edge is operated under the most ideal conditions.

Why not get in line to-day and get your share of the good profits that are being made on these trade-winning lines?

CONNORS BROS.

Limited

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 55
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire bandies.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	$2 65
Barrels	0 03¾
½ barrels	0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Qnart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	2 40
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ⅛s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ⅛s	.41	.55
Gold Label, ⅛s	.49	.65
Red-Gold Label, ⅛s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases
All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ⅛s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ⅛s	0 37	0 50
Yellow Label, 1s, ½s, ⅛s	0 42	0 60
Purple Label, ⅛s only	0 55	0 80
Gold Label, ⅛s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks	1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	$0 [illegible]
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, butts, 11 lbs., boxes 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

Lemon Bros.
Owen Sound, Ont.

Lemons

This is Springtime

Just when you want the very best grade of Lemons.

"St. Nicholas"

the Extra Fancy, will please you.

J. J. McCABE
Agent
Toronto

GOLD DUST

You can put GOLD DUST into almost every order, if you'll just mention it. You don't have to "talk," our extensive advertising keeps GOLD DUST so well known the sales are waiting for you.

THE N.K. FAIRBANK COMPANY
LIMITED

BUYERS' GUIDE

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

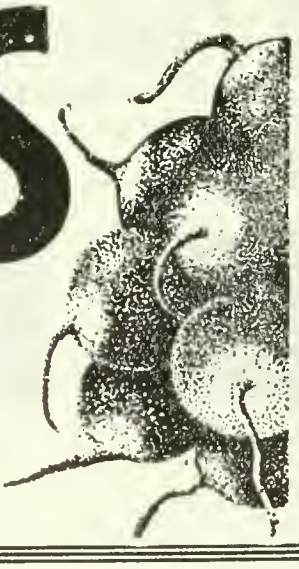
SMITH & SCHIPPER CO., 138 Front Street, New York

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

SEEDS



RENNIE'S ALWAYS GROW---THE FINEST IN THE LAND.

Catalogue FREE. **Sold by best dealers.**

WM. RENNIE CO. LIMITED

ADELAIDE and JARVIS STS., TORONTO, ONT.

Also at Montreal, Winnipeg, Vancouver.

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
725 Notre Dame E. MONTREAL

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES
by us are therefore certain.

THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

Have you tried

ROMAN MEAL?

The new food with a new Record. If not, order a supply from your wholesale grocer today, or write us regarding demonstrations.

FEARMAN BROS., - - 66 YORK ST., HAMILTON, ONT.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll Ontario

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE — AT NELSON, B.C. SMALL grocery business in good position. 45% cash business, balance monthly accounts. For terms and particulars apply W. R. Allen, P.O. Box 1140, Nelson, B.C.

FOR SALE — SECOND-HAND McCASKEY Register, in perfect condition. Having placed my business on cash basis I have no use for same. My highest recommendation goes with it.. Box 82. Canadian Grocer, Toronto.

WANTED

WANTED TO HEAR FROM OWNER OF good general merchaudise or grocery store for sale. Send price and particulars. D. F. Bush, Minneapolis, Minn.

WANTED—GROCERY CLERK WITH IDEAS of his own as to how to increase bnsiness. I have a grocery and meat market on one of the best business streets in Hamilton. Business now abont $2,500 month; have done $3,400; should do $4,000. Exceptional opportunity to sbow your ability aud get an interest in the business if everything is satisfactory. Will pay percentage of sales as salary. Give full particulars about yourself, both business and personal. Some meat-cutting experience preferred. Proposition open at once. Box 80, Canadian Grocer, Toronto.

JAM BOILER WANTED—MUST BE SOBER and able to take charge of boiling room, witb good knowledge of jams, jellies, marmalades and preserved fruits, also how to put down pulps of all kinds. Reply in confidence, stating age, experience and wages required. Box 81, Canadian Grocer, Toronto.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—SITUATION BY EXPERIENCED grocery clerk; first or take charge. Dis when suited. Apply D. M., 114 Smith St., Winnipeg.

WANTED—BY EXPERIENCED MANAGER, position as buyer or partnership in progressive business. Successful record. Qualified accountant. Box 79, Canadian Grocer, Toronto.

WANTED—MANAGER FOR ESTABLISHED Wholesale Grocery Company in British Columbia. Right man will be sold an interest. Write Box 78, Canadian Grocer, Toronto.

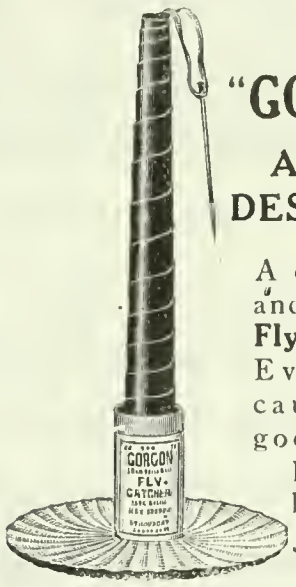
WANTED—EXPERIENCED RETAIL GROCER Manager, familiar with financial and office duties. Write Box 77, Canadian Grocer, Toronto.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure aud unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

A SEED DEPARTMENT
will add to your profits
Kelway Langport England
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.
Buy well ahead to secure
LOWEST PRICES.
WRITE TO-DAY.



The "GORGON"
A British DESTROYER
A clean, neat and effective **Fly Catcher.** Every fly is caught for good. Absolutely no leakage.
Send a Trial Order
Hodgson, Sumner & Co.
LIMITED
Montreal
Agents for Quebec, Ontario, New Brunswick, Nova Scotia, P. E. Island

THEY ARE GOOD OLD STAND-BYS
Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.
Registered Trade-Mark
Trade-mark on every genuine package
MADE ONLY BY
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

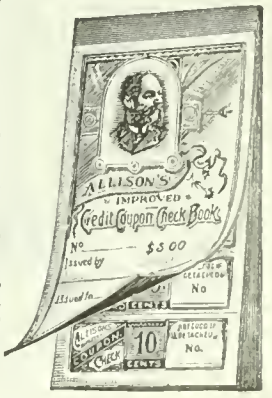
Advise Your Customers
that by using
MAPLEINE
as a change of flavor, desserts and dainties will taste different and better.

Order from
Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.
AGENTS
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

Start With His Promissory Note
When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use
ALLISON COUPON BOOKS
you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.
HOW THEY WORK:
A man wants credit. You think he is good. Give him a $10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with $10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

ASK YOURSELF A QUESTION WHEN SELLING SHOE POLISH

WHY "NUGGET" SHOE POLISH
Because it is waterproof and gives a rapid brilliant and lasting shine
Because it allows a good margin of profit to the Retailer
THE "NUGGET"
BLACK POLISH
THE NUGGET POLISH CO., LTD.,
9-11 and 13 Davenport Road
TORONTO

Don't Guess

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

You Grocer Fellows—

don't have to taste Furnivall's yourself to know it's the finest Nature and greatest care can produce.

Its heavy sales are sufficient to prove most housewives KNOW good quality—and just how to appreciate it.

There is only one BEST and that's FURNIVALL'S—stock up *to-day.*

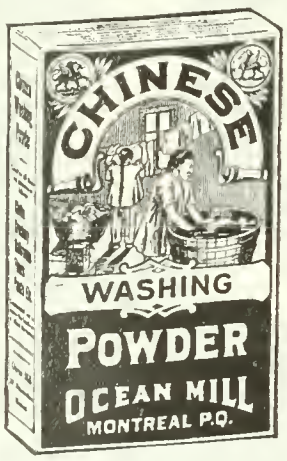
Furnivall-New, Limited
HAMILTON, ONT.

Agents: Halifax, B.C., Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order.

Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents.

Your jobber should have it—if not, write direct for prices.

OCEAN MILLS

MONTREAL -:- CANADA

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

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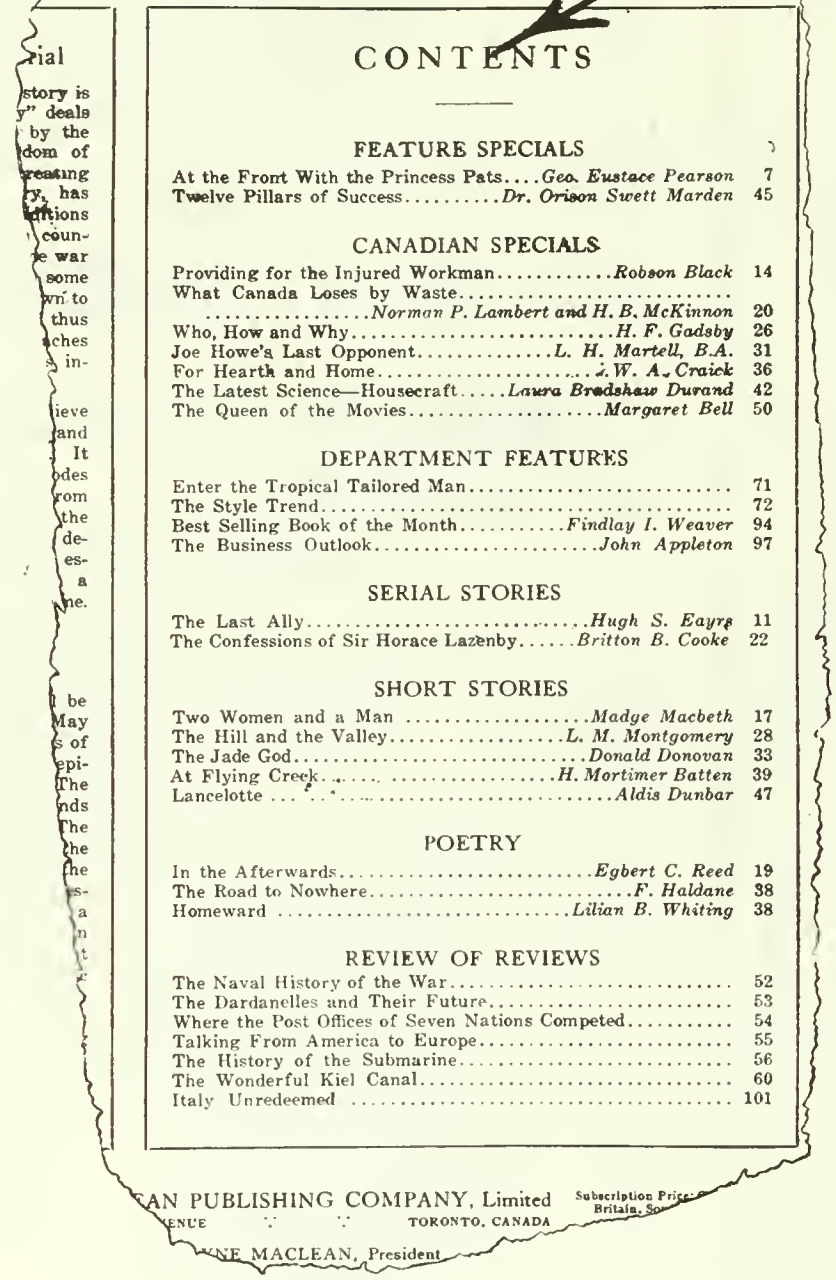

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